

"BITS OF HISTORY"

BY

H. KENNETH DIRLAM

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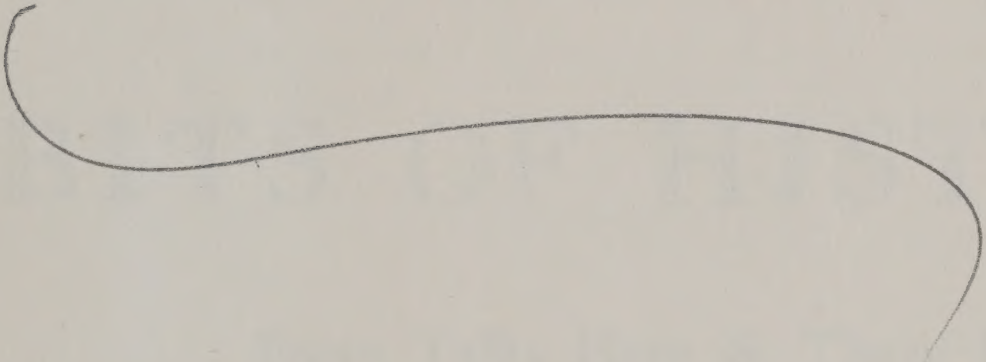
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To Mary J. Benedict

with good wishes

St Kenneth Dirlam





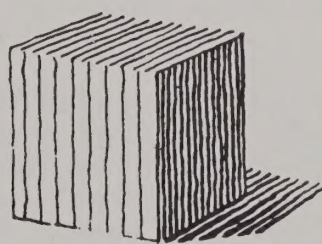
BITS OF HISTORY

From Talks Here & There By

H. Kenneth Dirlam

... Past President

Richland County Historical Society

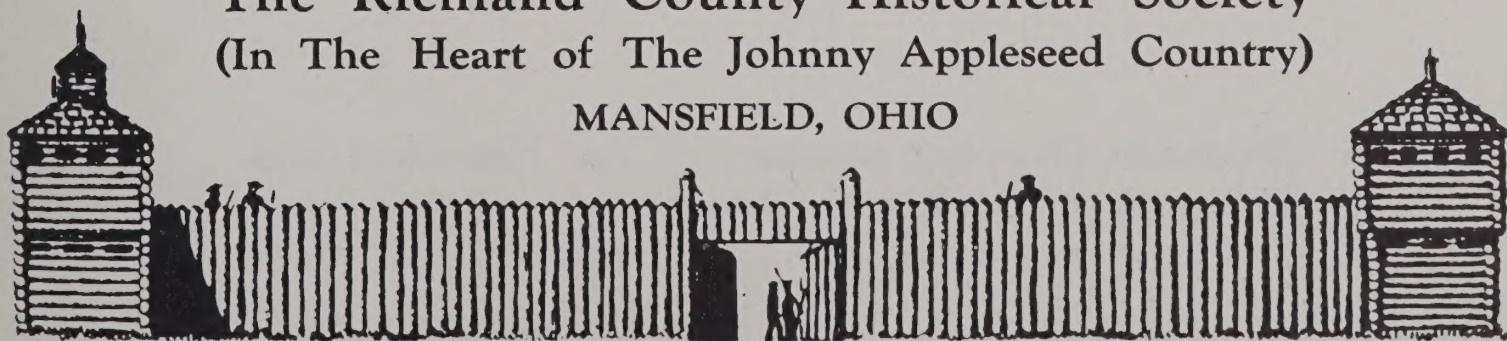


Published By

The Richland County Historical Society

(In The Heart of The Johnny Appleseed Country)

MANSFIELD, OHIO



FOREWORD

Since the gathering of much original source material was involved in preparing talks I have given to Historical Societies, Garden Clubs, P. T. A., Rotary and other Service Clubs, Boy Scouts, Advertising Clubs and other groups, it seemed worth-while to have them put under one cover for a possible wider audience.

Proceeds from the sale of this book are ear-marked for the Richland County Historical Society.

H. Kenneth Duden

March 14, 1962

(Stockade Drawing courtesy of the Historical and Philosophical Society of Ohio.)

1944636

INTRODUCTION & CONTENTS

Since my interest in the subject was stimulated, initially, by an address "The Importance of Local History" at a meeting of The Ohio Historical Society, in Columbus, by Dr. S. K. Stevens, Pennsylvania State Historian, quite a few years ago, this book might well be dedicated to him.

Coming closer home, the visit to my office by President of The Mansfield Chamber of Commerce, John Conard & its Secretary, John Routzon in 1951, really started wheels a-moving. They informed me that I had been "nominated"; when I inquired "for what?" Mr. Conard went on to say he recently had attended a meeting of the Stark County Historical Society, at Canton; it was so stimulating & interesting he felt we should have something like it here. "There used to be a Richland County Historical Society years ago; we're nominating you to revive it."

He must have tipped off the Post Office, for the following week I received an air mail letter from Los Angeles, addressed to "The Richland County Historical Society". The writer of the letter, Mr. E. Loomis Spriggs, was gathering material for a paper on early Ohio - asked a dozen questions about "Johnny Appleseed" - not one of which I could answer. I took his letter over to our Public Library & showed it to Miss McKellar, who kindly placed their Johnny Appleseed material at my disposal. After I had spent Saturday afternoon going over it, I sat down at my typewriter & answered Mr. Spriggs questions one by one.

After I had mailed the letter, it occurred to me that this project of reviving the Richland County Historical Society might well be built around "Johnny Appleseed" who had lived in & around Mansfield for 20 years (1810 - 1830) so I began gathering material about him, and then shortly afterward, telling historical societies, garden clubs and other groups what I had found out.....

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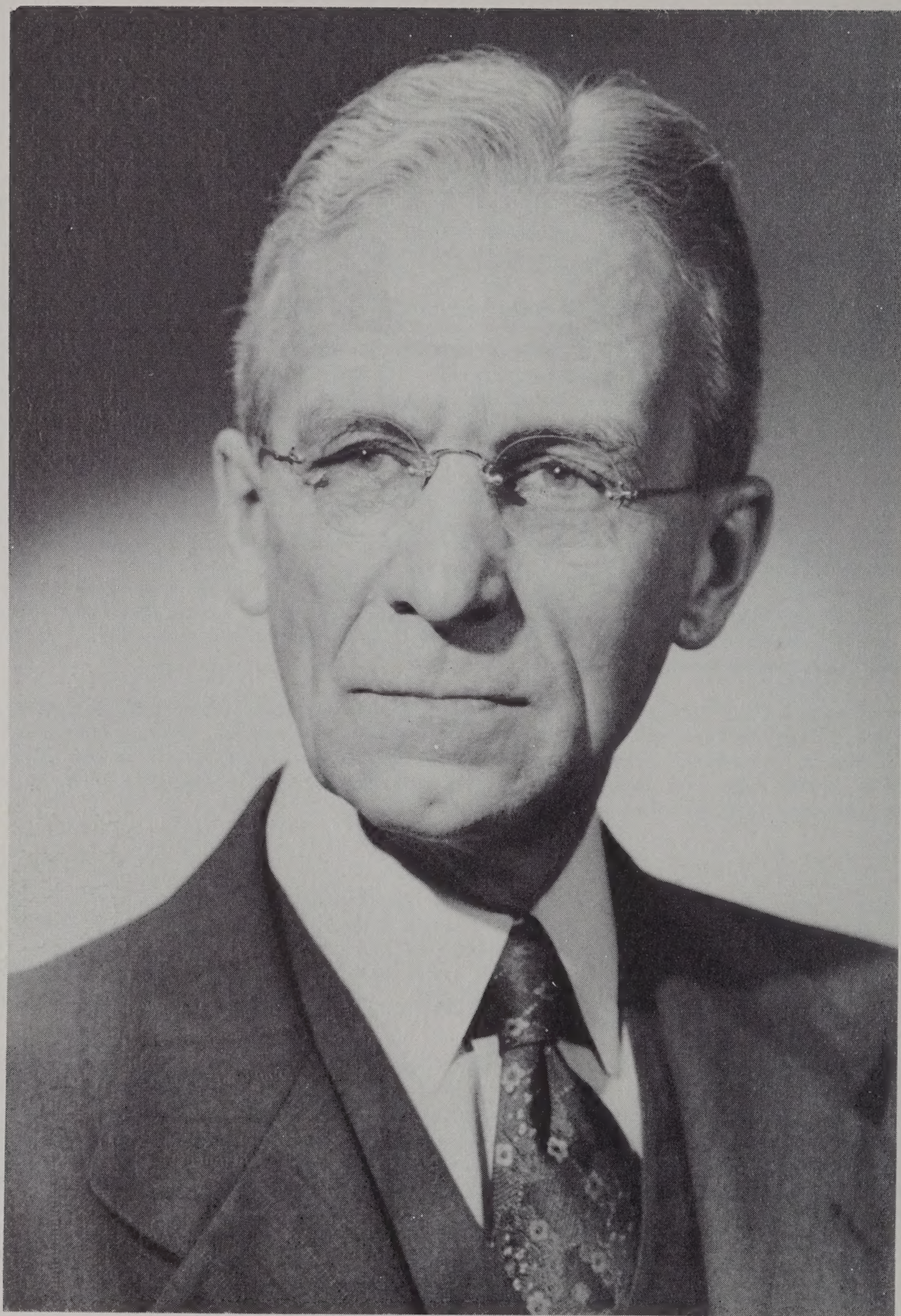
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In selecting the contents, "A Gatherer & Planter of Appleseeds" quite naturally comes first; next, "Mansfield's Historic Block House"; third, "No Push-ee; No Pull-ee" The Story of Mansfield's Electric Street Railway - followed by the 4-page map of "Old Richland County" (as originally laid out). My 14-year Housing & Inflation study "What Makes A New House Cost So Much?" as far as I know, is the only one of its kind in the United States.

"The Story of A Message To Garcia" tells about the most famous preachment in the English language. There are 4 pages in it about Cuba - reprinted from photographs & other material sent to me by Commandante Luis R. Miranda (in happier days) Under Secretary of State. Four pages about Mansfield's Mastersingers, eight pages about Advertising (I was on the Speakers Bureau of The Associated Advertising Clubs of America); and finally, 8 pages "When You and I Were Young, Maggie" (talks at the 50th, 55th and 60th reunions of my M.H.S. Class of 1900)

48.50 Hayman, Apr 6 - 1977 P.B.?



.... Portrait by Smucker Studio



"A GATHERER and PLANTER of APPLESEEDS"



"A Gatherer and Planter of Appleseeds"

Few words in American history have anything like the same significance as "pioneer". This Fall four States: Massachusetts, Pennsylvania, Ohio and Indiana have joined hands in observing the birthday of a famous pioneer who came West from his native Massachusetts more than 150 years ago and settled in what was then a wilderness inhabited by Indians. His name was JOHN CHAPMAN - now known everywhere as "Johnny Appleseed".

Quoting from Chapter 1 of Carleton Beal's recent book "OUR YANKEE HERITAGE:

"JOHNNY APPLESEED", that strange and beloved Saint Francis of the American West, who went forth from New England to fill the OHIO Country with flowering fruit trees, is a symbol of the role of Yankeeland in the life & growth of the United States. All New Englanders who went West scattered seeds of one sort or another".

Half a dozen cities in four States have been claimed as his birth-place, but we now know that he was born in the apple-growing section of Massachusetts, at Leominster*, site of the Nashoba Valley Apple Blossom Festival, on September 26th/1774...his father, Nathaniel Chapman, one of the "Minute Men"; his mother, Massachusetts-born Elizabeth Simons (not an Indian squaw as one of the folk-lore legends has it). His birthplace is indicated by a granite marker bearing a bronze tablet:

"JOHNNY APPLESEED" (JOHN CHAPMAN) Born Here September 26/1774.
He Planted Seeds That Others Might Enjoy Fruit".

Several Years after his mother's death (while her husband was in the Revolutionary Army) John's father married Miss Lucy Cooley, and moved the family to her home at Longmeadow, near Springfield. Of John's boyhood years we have no definite record. A marker erected by the Springfield Garden Club (1936) in Stebbins Park declares:

"He spent his boyhood in this pleasant valley or somewhere nearby. Here he received inspiration for his life work of spreading Westward his gospel of beauty and service".

Probably he helped neighboring farmers with their orchards and other farm work - the Chapmans having no land of their own. Approaching manhood, as the eldest son in a large family (12 children) John felt it was time he should be on his own. Massachusetts families from Springfield & vicinity were pulling up stakes and heading for the new land West of the Alleghenies; why shouldn't he follow their example? Apparently he and his younger half-brother Nathaniel worked their way Westward - by helping farmers with harvesting & other chores - following the same route taken by many families from the Springfield area: across Northern Connecticut, South along the Housatonic River; West to Fishkill, across the Hudson by ferry at Newburgh; then by post-road across North West New Jersey to Easthampton, Reading, Lebanon to Harrisburgh - then on the old Pennsylvania Highway to the junction of the Allegheny & the Monongahela Rivers.
* pronounced "Leminster - the "o" is silent.

"A Gatherer and Planter of Appleseeds"

We have nothing definite to bridge the gap between his father's second marriage and John Chapman's appearance in the upper Allegheny country of NorthWest Pennsylvania in the late 1790s. We know he was there then -and by that time had decided to become a frontier apple nurseryman. Judge Lansing Wetmore tells of an apple nursery planted by John Chapman about 1797 up-stream on Brokenstraw Creek, a few miles from Warren, Pennsylvania.

Several years later a Promissory Note throws additional light on the subject:

"Franklin, Pa. February 4/1804

For Value received I promise to pay Nathaniel Chapman, or order, the Sum of One Hundred Dollars in land or apple trees, with interest till paid, As witness my hand

John Chapman.

This Nathaniel Chapman was the half-brother who had left home with him - later had joined the original Moses Cleaveland surveying party into the Western Reserve in 1797, to secure meat & other provisions by trading with the Indians, from experience gained when he & his brother John were living amongst them on the NorthWest Pennsylvania frontier.

From that modest beginning in 1797 near Warren, Pennsylvania, John Chapman was, in the years to follow, to plant his apple nurseries in other parts of Western Pennsylvania; then scores or hundreds of them in Ohio, Indiana and other States. As Benjamin Wallace Douglas tells us, in his "Ballad of John Chapman":

"Day by day, in the untamed wood, In a space by the river reeds,
He cleared the land for a nursery, And planted his apple seeds".

Where did he get the apple seeds? From the Van Kirk cider mill at Elizabeth, on the Monongahela River: also the one owned by Frederick Medsger at Greensburg; and from various Pennsylvania farms having large orchards & their own cider presses. On one of his visits to Greensburg he met Judge John Young, an ardent Swedenborgian, who loaned him books & other literature - not only making him a convert, but also a self-appointed pioneer-missionary for the Swedenborg doctrines. Sometimes he carried the seeds in large bags on his back; sometimes he used a horse, with the seeds in saddle bags; then he hit on the plan of transporting them by water. An early pioneer of Jefferson County, Ohio (Thomas Coulter, later prominent in Ashland County) in 1806 saw Johnny Appleseed paddling down the Ohio River in a strange craft consisting of two canoes lashed together & filled with bags of appleseeds; another pioneer recalled Johnny's stopping at George's Run in Jefferson County on a similar trip in 1801.

Thousands of families from the East were emigrating to the OHIO Country - in search of fertile land at \$1 or \$2 per acre. The Ohio Land Company required settlers to plant 50 apple trees the first year. The presence of these trees on new land gave the tenant a feeling of home & stability. Where were they to get these little apple trees? That's where Johnny Appleseed came in. In county after county he planted his nurseries on the extreme frontier so that apple seedlings at a "Fip-penny bit" (6 $\frac{1}{2}$ ¢ each) would be ready when the settlers moved in.

From one of the earliest accounts of Chapman, printed in April, 1846:

"When the settlers began to flock in, and open their clearings, old "Appleseed" was ready for them with his young apple trees; and it was not his fault if every one of them had not an orchard planted and growing without delay". (Magazine of Horticulture)

Quoting Andreas 1873 Atlas of Richland County: "Few were more widely known or more extremely useful to the pioneers than this blameless & benevolent man, Johnny Appleseed. The good he accomplished was not interred with his bones, but lives after him, and bears its annual fruit over 100,000 square miles".

* * *

In arranging with farmers for an apple nursery site, Johnny Appleseed appears to have relied upon a gentleman's agreement - nothing in writing. In a letter to the Cincinnati Horticultural Society, Judge John H. James, Urbana, Ohio, tells of meeting Johnny:

"I first saw Johnny Appleseed in 1826, when he came to my office in Urbana, bearing a letter from the late Alexander Kimmot, saying it would introduce a man by the name of "Johnny Appleseed" who might desire some counsel about a nursery he owned in Champaign County. Some years before, he had planted a nursery on land belonging to a person who gave him leave to do so; now, he was told, the land had been sold & was in other hands - the present owner might not recognize his right to the trees..."

Probably Judge James advised Chapman to have a regular lease drawn up for future nurseries, for in July 1829, he concluded & recorded a lease for a half-acre with farmer Jacob Harter (near Lima, Ohio):

"This Indenture made & concluded between Jacob Harter of Allen County, Ohio, of the First Part, and John Chapman, of Richland County, Ohio, of the Second Part WITNESSETH: That said Party of the First Part, for and in consideration of the sum of forty apple trees hath leased & to farm letten unto said Party of the Second Part & his legal representatives, one-half acre of land, described as follows...where said John doth plant an apple nursery, to have & to hold said lot of land for the term of forty years from date - Harter to receive the 40 apple trees from said nursery after the expiration of five years." A receipt shows that the 40 apple trees were delivered as promised.

After living in a log cabin in Perrysville in that part of OLD Richland County now known as Green Township, Ashland County, John Chapman came to live in Mansfield, where he became a familiar figure. Quoting from "PIONEER DIRECTORY & SCRAP BOOK" by Dr. E. Bonar McLaughlin, who had come to Mansfield in 1816, and lived here all his life:

"A Gatherer and Planter of Appleseeds"

"Chapman was always a welcome visitor with all who knew him, and especially so with the early settlers. He often visited at my Uncle John Stewart's - also at my Uncle Andrew Thompson's. My recollection of John Chapman is that he was about 5 feet 7 inches tall, straight as an arrow, slim & wiry as a cat. He took quite an interest in a little girl ten or eleven years old - the daughter of a friend of mine where I then lived; he often called there".

On page 23 of this little book there appears the most convincing likeness of Johnny Appleseed - knife in hand, an apple seedling in the other - dressed as his contemporaries describe him: Broad brim hat, bare feet, frayed trousers, a Bible tucked in the fold of his shirt. Since Dr. McLaughlin uses this wood-cut drawing (said to have been made by an Oberlin College student who had seen Chapman) in his own book, probably Johnny Appleseed really looked like that - rather than as some of our fanciful artists & sculptors have depicted him.

Children of Richland County pioneer families recall hearing about Johnny Appleseed's visits to their grandparents: how in Winter, after supper, he would read from the Swedenborg tracts ("Good News Right Fresh From Heaven" as he described it), lead the family in prayer and afterwards going to sleep on the floor in front of the fire. In milder weather, descendants of pioneer families in Mansfield & vicinity tell us that on such visits to their grandparents Johnny slept out in the barn, in the woodshed, or out in the back yard, under an apple tree.

* * *

After gathering considerable material, I was among the guests at Peggy Reynold's wedding at Woodside, on the Millsboro Road. After the ceremony, on a beautiful September afternoon, out on the terrace, I was introduced to a friend of the groom's "from Western Pennsylvania". "Do you come from one of the counties where Johnny Appleseed lived?" He astonished me by asking whether there ever really was such a person.....he'd always thought "Johnny Appleseed" was a legendary character - like Rip Van Winkle. His comment stimulated my search for convincing evidence to the contrary. For example:

A letter from our own Floyd Dent, Director Johnny Appleseed Boy Scouts Area: "I was brought up - so to speak - on Johnny Appleseed. My great-grandmother Hossinger used to tell me many stories about Johnny Appleseed and his life among Monroe Township pioneers. Her father operated a tannery; her mother made a pair of leather trousers & presented them to Johnny. He was much pleased - wore them for several years. She said you could hear him coming thru the woods long before you could see him - the briars scratching on the leather trousers".

From A. J. Baughman's address at the unveiling of the original Johnny Appleseed monument, in Mansfield's Sherman-Heineman Park: "He planted nurseries in a number of counties; my parents (about 1827-1835) planted two orchards with seedlings bought of Johnny; he often called at their home. My grandfather, Capt. James Cunningham, who settled in Richland County in 1808, was well acquainted with Johnny...used to tell many anecdotes about his life & eccentric ways".

"A Gatherer and Planter of Appleseeds"

Fred Bushnell recalls hearing his grandfather, Dr. William Bushnell, tell about Johnny Appleseed's visits; he always slept in the barn, or out under an apple tree - never indoors. Edward W. Loughridge, of another Mansfield pioneer family, recalls hearing his grandfather's account of Johnny Appleseed's visits - slept in the wood-shed. As he would be leaving, he used to say to the family: "Remember to save your apple-cores for Johnny Appleseed!"

Mrs. Grace Hedges Williams, of another Mansfield pioneer family, remembers her grandmother's telling of Johnny's visits to their home.....she wouldn't let him sleep in her nice clean spare-bed (after seeing his dusty bare feet) but did let him keep his store of dried herbs, bulbs etc. in the attic. He told her that he got his supply of appleseeds from the Van Kirk cider mill at Elizabeth, Pennsylvania, on the Monongahela.

Osborne Meese wrote me about the Johnny Appleseed tree on his lot in Woodland. It was this tree that LIFE Magazine featured in their "Americana" issue, using a wonderful photograph of it - taken by their top photographer, Andreas Feininger. Osborne's letter, and the one by Floyd Dent, steal the show every time I give my talk (45 times now to various Historical Societies, Garden Clubs, Rotary, Kiwanis & other service clubs, P.T.A., Men's Garden Clubs Conferences and so on)

* * *

The first published account of John Chapman's missionary activities appeared in the Report of the Manchester (England) Society for Printing, Publishing & Circulating the Writings of Emanuel Swedenborg: "There is in the Western country a very extraordinary missionary of the New Jerusalem. He procures what books he can of the New Church; travels into the remote settlements, and lends them wherever he can find readers.....This man for years past has been bringing into cultivation, in numberless places in the wilderness, small patches (2 or 3 acres of ground) and then sowing appleseeds & rearing nurseries." That same Spring, William Schlatter, a sponsor of the Society in Philadelphia, writes to the pastor of the New Church Society in Wheeling:

"I have sent books to Mr. John Chapman; do you know him? And has he received the books? He travels about in Ohio and has much to do with apple trees. I am told he is a singular man but greatly in love with the New Church doctrines, and takes great pains in disseminating them". In another letter he speaks of having corresponded with Chapman for seven years.

John Chapman - Land Owner

About 12 years after coming into the OHIO Country, John Chapman began buying real estate: several lots in Mount Vernon; a lot in Mansfield and some 300 acres of farm land in neighboring Richland County - later about 900 additional acres in other parts of the State on homestead land contracts (Terms - 99 years; payments \$19.20 per year; price \$2 per acre for 160 acres.)

"A Gatherer and Planter of Appleseeds"

The Deed for the sale of one of his lots in Mount Vernon, begins like this:

"Know All Men By These Presents: That I, John Chapman (by occupation a Gatherer and Planter of Appleseeds) for and in consideration of the sum of Thirty Dollars, lawful & to me in hand paid by Jesse B. Thomas...."

After 20 years (1810-1830) in North Central Ohio, Chapman followed the Westward-moving frontier over into NorthEastern Indiana. In the Fort Wayne SENTINEL, October 21 & 23, 1871, John W. Dawson who knew Chapman and had seen him many times, tells about it:

"John Chapman came here long before 1838; a pioneer of Fort Wayne fixes the date as early as 1825 - others somewhat later. Certain it is, that in 1830 he was seen one Autumn day, seated in a section of a hollow tree he had improvised for a boat, and filled with apple seeds fresh from the cider presses of a more Eastern part of the country, paddling up the Maumee River and landing at Wayne's fort, at the foot of Main Street, Fort Wayne. He kept the seed wet for preservation; his boat was daubed with mud and tree moss, and looked quite in comport with his rough garb, untidy appearance & eccentric habits.

He planted a nursery on what was then called the Taylor Farm - near the canal lock, just East of the city; another at that time, perhaps, on the Taber farm, just below the city; another in Elkhart prairie. In the Autumn of 1838 I saw his nursery of 15,000 trees, 10 or 11 miles from Fort Wayne - trees he'd planted at least 6 or 8 years before".

This long communication of Dawson's appears to have been prompted by the appearance, in the November 1871 issue of Harper's New Monthly Magazine of William D. Haley's "Johnny Appleseed - A Pioneer Hero" - the first popular account in print.

John Chapman's Final Resting Place

In 1842-3 Johnny made his last trip back to Ohio; in the meantime he had bought 215 acres of land near Fort Wayne; set out several nurseries - one with 15,000 seedlings; built a log cabin - apparently intending to make a final home there with his half-sister & her husband, who helped Johnny with the nurseries... But the Grim Reaper had other plans. As the result of exposure, on March 18/1845, John Chapman died at the home of his old friend of Richland County, Ohio days, on a farm near Ft. Wayne.

Samuel C. Fetter, who attended his dying hours, and made his black walnut coffin, told Dawson that Johnny Appleseed had on, when he died, next to his body, a coarse coffee sack - a hole cut in the center for his head. He had on the waists of 4 pairs of pants cut off at the forks, ripped up the sides; fronts thrown away. The hinder parts were buttoned around him - lapping like shingles to cover the lower part of his body; and all over these a pair of what had once been pantaloons. In this garb he died as he had lived.

"A Gatherer and Planter of Appleseeds"

From the obituary notice in the March 22/1845 issue of the Fort Wayne SENTINEL;

"On that same way, March 18/1845, there died in this neighborhood, at an advanced age (71) Mr. John Chapman (better known as Johnny Appleseed). His death was quite sudden - he was seen on our streets a day or two previous".

According to the Court Records, Persis Broom, his half-sister, received only \$165.93 from her brother's estate, after all claims had been settled. None of his 1200 acres of Ohio farm land were included in the inventory. One wonders why?

In Memory of John Chapman

In dedicating the first monument to his memory at Mansfield, Ohio, November 8/1900, General Roeliff Brinkerhoff's address included this tribute: "We are met here today to dedicate a monument to one of the earliest & most unselfish of OHIO benefactors. His name was John Chapman, but to the pioneers everywhere he was known as. "Johnny Appleseed". We are here today to aid in transmitting to coming generations our grateful memory of his deeds".

Besides the above, there are monuments in Fort Wayne's Swinney Park; one in Ashland, Ohio; another near Dexter City, Ohio; and a small one at the grave-site on the outskirts of Fort Wayne, where a handsome Memorial structure is in the making. Ft. Wayne also has a Memorial Bridge and a large park named after him - in addition to the 12-acre Memorial Park surrounding the grave-site.

The regional section around Mansfield (several counties) is called the Johnny Appleseed Boy Scout Area. Mansfield's Leland Hotel has a Coffee Shop named after him & decorated with colorful murals by Robert Sinnott. One of Mansfield's finest schools is named after him.

And now to close with a verse from "The Ballad of John Chapman" by Benjamin Wallace Douglass:

"Without a hope of recompense, Without a thought of pride,
John Chapman planted apple seeds, And preached, and lived,
and died".

(Transcript of a 45-minute talk by H. Kenneth Dirlam, Past President Richland County Historical Society, to The KEYSTONIANS, Harrisburg, Pennsylvania, on the evening of September 17th/1959)

THE STORY OF A JOHNNY APPLESEED TREE

The publication, some 11 years ago, of "A Treasury of American Folklore" prompted LIFE Magazine to feature, in their issue of February 5, 1945, an 8-page Section headed "American Legends" illustrated with photographs taken by their top photographer, Andreas Feininger. The seventh page of this 8-page Section is given to Johnny Appleseed - most of it taken up by the photograph of Mansfield's Johnny Appleseed tree in Woodland. The description under the photograph starts like this: "The gnarled appletree in the photograph above stands in Mansfield, Ohio, and is still bearing fruit, even though it was planted more than 100 years ago by a gentle American hero known as Johnny Appleseed".

After deciding to include Johnny Appleseed in the "American Legends" Section, LIFE Magazine wrote to D. Osborne Meese, asking permission to photograph the tree. Andreas Feininger and his wife came to Mansfield, arriving at night; they were up at the tree site at sunrise the next morning - the famous photographer greatly excited by the tree. He photographed it a dozen different times during the day, from many different angles. From all these shots LIFE selected the one reproduced here. In his letter of September 29th, 1952 Mr. Meese goes more into detail: "At last I am trying to make good on the promise made you some time ago that I would write you with respect to the "Johnny Appleseed Tree" which appeared in LIFE Magazine and was part of the issue on Americana. When I originally bought about 5 acres of the old Miller farm from Jim Dickson, little did I know that I was basking in the shade of such a famous tree. When I moved into the old Miller farm-house in 1922, a small part of the old orchard was still standing . . . maybe half a dozen of the old trees . . .

About 10 years ago the President of the Johnny Appleseed Society began investigations in this part of Ohio - contacted me several times with respect to the old trees which were still standing. She took some of the apples, and examined the tree on various occasions - finally informed me she was convinced that the tree was one of Johnny's . . . I had about forgotten the incident when I received a letter from LIFE Magazine asking whether one of their photographers could take some pictures of the tree (they were planning an issue on American tradition which would include such real and legendary characters as Johnny Appleseed and Paul Bunyan).

In due time their photographer, Andreas Feininger appeared, and took a series of beautiful photographs of the tree, one of which appeared in the Americana issue of the magazine. It was interesting to observe the reactions which came after publication of the photograph. The Mansfield Chamber of Commerce would call me - in response to letters they had received, asking whether sprouts from the tree were obtainable. A number of these were sent to orchardists in various parts of the country. One letter came from a boy who was fighting in Germany, asking whether he might get a shoot from the tree when he returned to the States.

We have one of the Feininger photographs in our home; shall be glad to have you use it on occasion if you desire to do so. I'm sure you will agree, when you have seen the picture, that the photography is terrific . . . "



THE JOHNNY APPLESEED TREE

Additional material keeps coming in, on the scope of Johnny Appleseed's activities. For example: this letter to Prof. Robert Price from Mrs. Howard H. Hayes, Riverside, California: "I have read your new book "Johnny Appleseed: Man and Myth" with great pleasure and interest - a special interest because I have known about Johnny Appleseed since I was a little girl. My grandmother and her sister told me about him - they remembered his coming to their father's farm near Pleasantville, Berks County, Pennsylvania . . . It is only in recent years that I realized why Johnny Appleseed visited the Yoder farm; they had a large orchard and a cider-press."

Another example: A letter from E. Loomis Spriggs, Los Angeles: "One of my mother's forebears was among the early settlers of South-Western Pennsylvania. He brought apple sprouts and apple seeds from Lancaster district and started an orchard about 1772. My grandparents who owned this property when I was a boy, told me that Johnny Appleseed had called at this place several times - usually during cider-making season, as he got apple seeds there for some of his frontier nurseries . . . Johnny Appleseed was pretty well known by the older residents of that part of Pennsylvania when I was a lad - years ago."

Still another: A letter from E. Ray Jenkins: his grandfather's recalling how, on numerous occasions, Johnny Appleseed had come along the Chillicothe-Sidney Indian Trail, and had stopped at my great, great, great grandfather's (Gabriel Norman) home for the night . . . I remember very well my Grandmother Norman telling me that the Rambo apple trees and the Northern Spy apple trees were both left there in the Norman orchards by Johnny Appleseed.

Reprinted from JOHNNY APPLESEED BROADCASTER - July-September 1956

"In Praise of JOHNNY APPLESEED"

Poem Written By
VACHEL LINDSAY

Music Composed By
EUNICE LEA KETTERING

Professor of Music Literature
Ashland College, Ashland, Ohio

"In Praise of Johnny Appleseed"

I. Over the Appalachian Barricade

(To be read like old leaves on the elm tree of Time, Sifting soft winds with sentence and rhyme)

In the days of President Washington, The glory of the nations, Dust and ashes, Snow and sleet, And hay and oats and wheat. Blew West, Crossed the Appalachians, Found the glades of rotting leaves, the soft deer-pastures, The farms of the far-off future, In the forest.

Colts jumped the fence, Snorting, ramping, snapping, Sniffing, With gastronomic calculations, Crossed the Appalachians, The East walls of our citadel, And turned to gold-horned unicorn, Feasting in the dim, volunteer farms of the forest. Stripedest, kickingest kittens escaped, Cater-wauling "Yankee Doodle Dandy" Renounced their poor relations, Crossed the Appalachians, And turned to tiny tigers in the humorous forest. Chickens escaped From farmyard congregations, Crossed the Appalachians, and turned to amber trumpets on the ramparts of our Hoosiers' nest, and citadel, Millennial heralds of the foggy mazy forest.

Pigs broke loose, scrambled West, Scorned their loathsome stations, Crossed the Appalachians, Turned to roaming, foaming wild boars of the forest. The smallest, blindest puppies toddled West while their eyes were coming open, And, with misty observations, crossed the Appalachians, Barked, barked, barked at the glow-worms and the marsh lights and the lightning-bugs, And turned to ravening wolves of the forest. Crazy parrots and canaries flew West, Drunk on May-time revelations, Crossed the Appalachians, And turned to delirious, flower-dressed fairies of the lazy forest.

Haughtiest swans and peacocks swept West, and, despite soft derivations, Crossed the Appalachians, And turned to blazing warrior souls of the forest, Singing the ways of the Ancient of Days. And the "Old Continentals in their ragged regimentals", With bard's imaginations, Crossed the Appalachians.

And a boy blew West, And with prayers and incantations, And with "Yankee Doodle Dandy" crossed the Appalachians, And was "Young John Chapman" And then "Johnny Appleseed, Johnny Appleseed", Chief of the fastnesses, dappled and vast, In a pack on his back, In a deer-hide sack, The beautiful orchards of the past.

The ghosts of all the forests and the groves--In that pack on his back, In that talisman sack, To-Morrow's peaches, pears and cherries, To-Morrow's grapes and red raspberries, Seeds and treesouls, precious things, Feathered with microscopic wings, All the outdoors the child heart knows, And the apple, green, red and white, Sun on his day and his night The apple applied to the thorn, Child of the rose.

Porches untrod of forest houses, all before him, all day long, "Yankee Doodle" his marching song;

And in the evening breeze joined his songs of praise as he sang the ways of the Ancient of Days. Leaving behind august Virginia, proud Massachusetts, and proud Maine, Planting the trees that would march and train on, in his name to the great Pacific, Like Birnam wood to Dunsinane, Johnny Appleseed swept on, Every shackle gone, Loving every sloshy brake, Loving every skunk and snake, Loving every leathery weed, Johnny Appleseed, Johnny Appleseed, Master and ruler of the unicorn-ramping forest, The tiger-mewing forest, The rooster-trumpeting, boar-foaming, wolf-ravening forest, The spirit-haunted, fairy-enchanted forest, Stupendous and endless, Searching its perilous ways In the name of the Ancient of Days.

II. The Indians Worship Him, But He Hurries On...

Painted kings in the midst of the clearing Heard him asking his friends the eagles To guard each planted seed and seedling. Then he was a god, to the red man's dreaming, Then the chiefs brought treasures grotesque and fair, - Magical trinkets and pipes and guns, Beads and furs from their medicine-lair - Stuck holy feathers in his hair. Hailed him with austere delight, The orchard god was their guest through the night.

While the late snow blew from bleak Lake Erie, Scourging rock and river and reed, All night long they made great medicine for Jonathan Chapman, Johnny Appleseed, Johnny Appleseed; And as though his heart were a wind-blown wheat sheaf, As though his heart were a new-built nest, As though their heaven house were his breast, In swept the snow-birds singing glory. And I hear his bird heart beat its story, Hear yet how the ghost of the forest shivers, Hear yet the cry of the gray, old orchards, Dim and decaying by the rivers, And the timid wings of the bird-ghosts beating, And the ghosts of the tom-toms beating, beating.

(While you read, hear the hoof-beats of deer in the snow. And see, by their track, bleeding footprints we know).

But he left their wigwams and their love. By the hour of dawn he was proud and stark, Kissed the Indian babes with a sigh, Went forth to live on roots and bark, Sleep in the trees, while the years howled by. Calling the catamounts by name, And buffalo bulls no hand could tame. Slaying never a living creature, Joining the birds in every game, With the gorgeous turkey gobblers mocking, With the lean-necked eagles boxing and shouting; Sticking their feathers in his hair, - Turkey feathers, Eagle feathers, Trading hearts with all beasts and weathers He swept on, winged and wonder-crested, Barearmed, barefooted, and barebreasted. The maples, shedding their spinning seed, Called to his appleseeds in the ground, Vast chestnut trees, with their butterfly nations, Called to his seeds without a sound. And the chipmunk turned a "summerset".

(While you read, see conventions of deer go by. The bucks toss their horns, the fuzzy fawns fly).

"In Praise of Johnny Appleseed"

And the foxes danced the Virginia reel; Hawthorne
and crabthorn bent, rain-wet, And dropped their
flowers in his night-black hair; And the soft
fawns stopped for his perorations; And his black
eyes shown through the forest-gleam, And he
plunged young hands into newturned earth, And
prayed dear orchard boughs into birth; and he ran
with the rabbit and slept with the stream, And he
ran with the rabbit and slept with the stream,
And he ran with the rabbit and slept with the
stream.

And so for us he made great medicine, And so for
us he made great medicine, And so for us he made
great medicine, In the days of President Wash-
ington.

III. Johnny Appleseed's Old Age

(To be read like faint hoof-beats of fawns long
gone From respectable pasture, and park and lawn,
And heart-beats of fawns that are coming again,
When the forest, once more, is the master of men).

Long, long after, When settlers put up beam and
rafter, They asked of the birds: "Who gave this
fruit? Who watched this fence till the seeds
took root? Who gave these boughs?" They asked
the sky, And there was no reply. But the robin
might have said "To the farthest West he has
followed the sun, His life and his empire just
begun" Self-scourged, like a monk, with a throne
for wages, Stripped, like the iron-souled Hindu
sages, Draped like a statue, in strings like a
scare-crow, His helmet-hat an old tin pan, But
worn in the love of the heart of man, More sane
than the helm of Tammerlane!

Hairy Ainu, wild man of Borneo, Robinson Crusoe,
Johnny Appleseed! And the robin might have said,
"Sowing, he goes to the afar, new West, With the
apple, the sun of his burning breast - The apple
allied to the thorn, Child of the rose".

Washington buried in Virginia, Jackson buried in
Tennessee, Young Lincoln, brooding in Illinois,
And Johnny Appleseed, priestly and free, knotted
and gnarled, past seventy years, Still planted in
the woods alone.

Ohio and young Indiana - These were his wide al-
ter-stone, Where still he burnt out flesh and
bone. Twenty days ahead of the Indian, twenty
years ahead of the white man, At last the Indian
overtook him, At last the Indian hurried past
him; at last his own trees overtook him, at last
his own trees hurried past him.

Many cats were tame again, Many ponies tame a-
gain, Many pigs were tame again, Many canaries
tame again; And the real frontier was his sun-
burnt breast.

From the fiery core of that apple, the earth,
Spring apple-amaranths divine. Love's orchards
climbed to the heavens of the West. And sowed
the earthly sod with flowers. Farm hands from
the terraces of the blest Danced on the mists

with their ladies fine; And Johnny Appleseed
laughed with his dreams, And swam once more the
ice-cold streams. And the doves of the spirit
swept through the hours, With doom-calls, love-
calls, death-calls, dream-calls; And Johnny Ap-
pleseed, all that year, Lifted his hands to the
farm-filled sky, To the apple-harvesters busy on
high;

And so once more his youth began, And so for us
he made great medicine -- Johnny Appleseed, Med-
icine-man.

Then The sun was their turned-up broken barrel,
Out of which their juicy apples rolled, Down the
repeated terraces, Thumping across the gold, An
angel in each apple that touched the forest mold,
A ballot-box in each apple, A state capital in
each apple, Great high schools, Great colleges,
All America in each apple, Each red, rich, round,
and bouncing moon That touched the forest mold.
Like scrolls and rolled-up flags of silk, He saw
the fruits unfold, And all our expectations in
one wild-flower written dream. Confusion, and
death-sweetness, and a thicket of crab-thorns!
Heart of a hundred midnights, heart of the merci-
ful morns. Heaven's boughs bent heavy down with
their alchemy, Perfumed airs, and thoughts of
wonder. And the dew on the grass and his own
cold tears Were one in brooding mystery, Though
death's loud thunder came upon him, Though death's
loud thunder struck him down. The boughs and the
proud thoughts swept through the thunder, Till he
saw our wide nation, each State a flower, Each
petal a park for holy feet, With wild fawns merry
on every street, With wild fawns merry on every
street, The vista of ten thousand years flower-
lighted and complete.

Hear the lazy weeds murmuring, bays and rivers
whispering, From Michigan to Texas, California to
Maine; Listen to the eagles screaming, calling,
"Johnny Appleseed, Johnny Appleseed" There
by the doors of old Fort Wayne.

In the four-poster bed Johnny Appleseed built,
Autumn rains were the curtains, autumn leaves were
the quilt. He laid him down sweetly, and slept
through the night, Like a stone washed white,
There by the doors of old Fort Wayne

.....

Above from "Collected Poems" by Vachel Lindsay
The MacMillan Company, N. Y., 1926
Reprinted by permission of the
Publisher (Letter dated September
9, 1957).

.....

Other Johnny Appleseed Material

"Johnny Appleseed - Man and Myth" by Dr. Robert
Price; "Johnny Appleseed: A Voice in the Wilder-
ness" Leslie Marshall, editor. "Johnny Appleseed
Source Book" by Robert C. Harris. "John Chapman
Genealogy" by Miss Florence E. Wheeler. "John
Chapman - By Occupation a Gatherer and Planter of
Appleseeds" by H. Kenneth Dirlam.

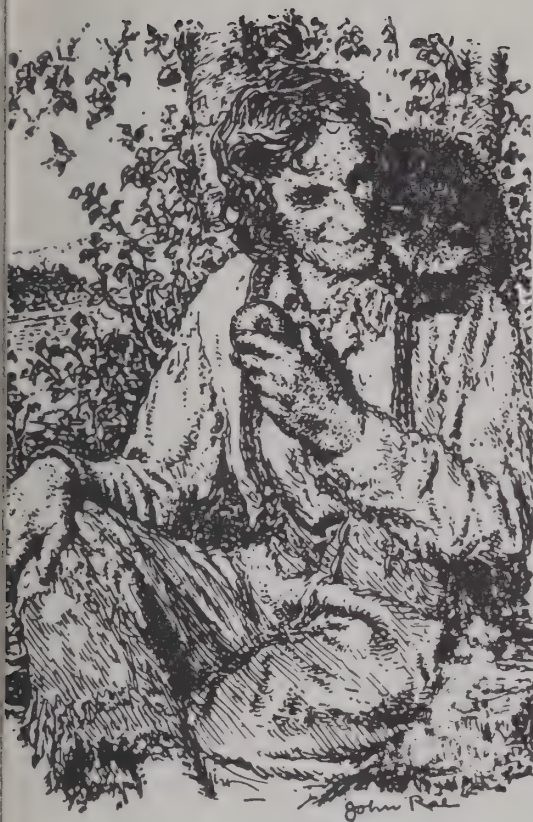


OHIO RIVER SCENE



J.R.

JOHNNY APPLESEED AND CHIEF CORNPLANTER SETTING OUT APPLE TREES



by H. Kenneth Dirlam

HALF A DOZEN cities in four different States having been claimed as the birth-place of John Chapman (Johnny Appleseed) it is not surprising that for years there was doubt as to exactly where he was buried. The question was settled in 1935 by Robert C. Harris (pp. 26, 27 in his *Johnny Appleseed Source Book*) when he uncovered in the Fort Wayne *Journal-Gazette* of March 22, 1903, an article by John Archer, who in boyhood had known Appleseed. This article (written at the request of the Park Commissioners of Mansfield, Ohio) says:

"Johnny Appleseed died at the home of David and William Worth, a few rods North East of the present home of Edward Pfeiffer, on the Leo Road, three miles North of Fort Wayne. He was laid to rest in my grandfather's private burying grounds on the West bank of the Saint Joe River, one mile North East of the present location of the Centlivre Brewery."

A stone to mark the spot was put in place by Samuel C. Fletter, who had attended his dying hours and made his black walnut coffin (March 1845). Twelve acres in which the grave site is located, were designated the 'Johnny Appleseed Memorial Park' through a generous gift of William T. McKay and his wife, Ruth B. McKay. The original grave marker was replaced by the present larger one by the Ft. Wayne Optimist Club May 25, 1935. The iron fence around it was the gift of Hon. Stephen B. Fleming—installed around the

Johnny Appleseed Memorial

grave by the Indiana Horticulture Society. The inscription: 'JOHNNY APPLESEED (JOHN CHAPMAN) He Lived For Others. 1774-1845' . . . the stone from one of Johnny Appleseed's near-by nursery sites.

Under the auspices of the Fort Wayne Johnny Appleseed Commission: on April 11, 1936 the planting of a flowering crab-apple tree; on Blossom Day, a Roman Beauty apple tree, grown and donated by Ray Mitchell, nurseryman of Beverly, Ohio, a great, great nephew of John Chapman, was planted, with representatives of the Fort Wayne garden clubs in attendance (April 18, 1936) Later similar programs on Blossom Day under auspices Allen County—Fort Wayne Historical Society.

And now (as our radio announcers would say) we take you to the organizational meeting of the North Central Region group of the Men's Garden Clubs of America, Saturday morning November 12, 1949, at Akron, Ohio, Clair W. Johnson presiding. The outstanding achievement of this conference was the birth of a movement to do something about the grave of Johnny Appleseed in Fort Wayne. John Cochran (now first Vice-President Men's Garden Clubs of America) of Detroit, read an article by Dr. E. G. C. Williams, Secretary of the Danville, Ill. Men's Garden Club, telling about the deplorable condition of the grave when he had visited it recently. Walter J. Coen, Fort Wayne delegate, made a report on the situation; Clair Johnson volunteered to make a trip to Fort Wayne, to see what could be done . . . the first of many such trips by Johnson and other members of the regional group.

With the co-operation of interested groups in Fort Wayne, the little 12-acre park was cleared. Next step: a topographical survey and photograph from which a comprehensive landscape plan could be drawn. Fortunately at this time the president of the Detroit Men's Garden Club, Hrand Hampikian, a distinguished landscape architect, volunteered his services. His plan, a gift to Fort Wayne from the Men's Garden Clubs of America, was presented and accepted by the Johnny Appleseed Commission. This plan calls for the planting of an apple orchard (one tree from each of the 48 States except

Florida, which doesn't produce apples), appropriate other trees and shrubbery, and a handsome memorial building—now in the making.

This Memorial building—on the slope toward the Coliseum—will be a handsome one-story structure housing a library and museum, a chapel, an auditorium with adjoining classrooms, buffet kitchen, and living quarters for the custodian. To carry on this project it was felt that a nationwide appeal was called for. Accordingly the Johnny Appleseed National Memorial Foundation, Inc. was organized in 1956. Its present officers and board members include both the president and the first vice-president of the Men's Garden Clubs of America; the director of Mansfield's famous horticultural Kingwood Center; a prominent architect; the president of the Great Lakes Region of Men's Garden Clubs; prominent Fort Wayne business and professional men.

With the Memorial building plans on the architect's drawing board, a campaign for funds is being organized. Every contributor of a dollar or more will receive a handsome Certificate of Appreciation suitable for framing. Drawn by a prominent artist and portrait painter, John Rae, and lithographed in two colors. Application for income tax exemption is being prepared—stress being laid upon the educational activities of the Memorial—visits by school classes to teach children pioneer history from the photo-murals and museum exhibits (tools, furniture, books, pictures, etc. associated with the early day Middle West. The non-denominational chapel will be offered for services by New Church and other church groups. It is expected that horticultural societies and similar groups will hold meetings in the auditorium, and attend pruning, circling, grafting and tree-planting demonstrations on the grounds. Plans are being made to lay the cornerstone with appropriate ceremonies, on Johnny Appleseed's birthday, September 26, 1958. A feature will be the singing of Prof. Eunice Lea Kettering's choral setting of Vachel Lindsay's wonderful poem: *In Praise of Johnny Appleseed*.

(Mr. Dirlam is a banker of Mansfield, Ohio, and past president of the Richland County Historical Society.)

Reprinted from THE NEW-CHURCH MESSENGER—February 1, 1958

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Mr. H. Kenneth Dirlam
The Richland County Historical Society
36 North Main Street
Mansfield, Ohio

As per my wire several weeks ago, I am writing to you now to ask you to ship to us one thousand (1000) copies of your booklet entitled A GATHERER AND PLANTER OF APPLESEEDS (Johnny Appleseed). Would you be good enough to send the material as follows;

We appreciate your cooperation with us in this matter. We feel strongly that the material contained in your publication will be of great interest to both adults and younger people, and we are glad that we are able to distribute these worth-while booklets.

Yours Sincerely,

Barbara Margulies
Circulation Manager



In the above photograph, at the re-dedication of the monument to JOHN CHAPMAN, in South Sherman-Heineman Park, near Mansfield's historic Block House, Miss Florence E. Wheeler is scattering earth from Chapman's birthplace in Leominster, Massachusetts... while Robert Harris, Professor Robert Price and H. Kenneth Dirlam look on. The date-- September 26, 1953--the 179th anniversary of Chapman's birthday (September 26, 1774).

(Photograph by Smucker Studio)



Boy Scouts from Johnny Appleseed Area placing evergreen wreaths around base of Monument. School children from neighboring grade schools assisted.



The Richland County Historical Society provided two Road-side Markers to guide visitors to the Monument -- one at the Park Entrance on Park Avenue West, the other at the Maple Street Entrance... Boy Scouts placed one in position, Girl Scouts (shown above) the other.

Requests for "A Gatherer and Planter of Appleseeds"

Requests the past year from the following, for Johnny Appleseed Brochure: "A GATHERER & PLANTER OF APPLESEEDS"

Dr. E.R. Mugrage, 2319 E. 7th Ave., Denver; Library, Rolling Fork School, Rolling Fork, Mississippi; Evanston (Illinois) Township High School Library; Bayley-Ellard Library, Madison, New Jersey; River Forest High School Library, Hobart, Indiana; Borah High School Library, Boise, Idaho; Edgemont High School Library, Scarsdale, N.Y.; Seneca Junior High Library, Verona, Pa.; East High School Library, Rochester, N.Y.; Little Miami High School, Morrow, Ohio; Wisconsin High School Library; University of Wisconsin (Madison); Scottsboro High School Library (Ala.); Collins Junior High School Library, Corsicana, Texas; Schalmont Junior High School Library, Schenectady, N.Y.; Pittsford Central School Library, Pittsford, New York; Kellogg School, Delton, Michigan; Wayland Central School Library, Wayland, N.Y.; Senior High School, Marshalltown, Iowa; Roosevelt High School Library, Chicago; Maine Township High School Library, Park Ridge, Illinois; Wilkinsburg High School Library, Pittsburgh, Pa.; Library, Junior High School, East Lansing, Michigan; Santa Cruz High School Library, Santa Cruz, California; The Wheatly School, Old Westbury, N.Y.; Hamilton Junior High School, Seattle, Washington; Santa Barbara (California) High School Library; Farmedge Road School, Levittown, N.Y.; Averill Park (N.Y.) High School; Williamsburg Junior High School, Library, Arlington, Virginia; Jefferson High School, Denver, Colorado; Far Rockaway High School Library, N.Y.; Jorgensen School Library, Phoenix, Arizona; Cottage Grove (Oregon) High School; Portage Junior High School, Portage, Michigan; Homestead (Florida) Junior High School; Riverside-Brookfield High School Library, Riverside, Illinois; Burbank (California) High School Library; Howells (Neb.) High School Library;

Senior High School Library, Albert Lea, Minn.; Linda Hall Library, Kansas City, Missouri; Fontana (Calif.) High School Library; Bay High School, Bay Village, Ohio; High School Library, Parsippany, N.J.; East Troy (Wisc.) High School; Lakeshore High School, Stevensville, Mich.; Follansbee (W.Va.) High School; Austin (Texas) Public Library; Woodbury College Library, Los Angeles; Mamaroneck (N.Y.) Free Library; Free Public Library, Trenton, N.J.; Fitchburg Public Library (Mass.); Library, College of William & Mary, Williamsburg, Virginia; Extension Loan Library, University of Texas; Capital University Library, Columbus, Ohio; Mankato State College Library, Mankato, Minnesota; Childrens Library, Fairlawn, N.J.; East Lansing (Mich.) Public Library; Omaha (Neb.) Public Library; Tucson (Arizona) Public Library; White Plains (N.Y.) Public Library; Chestnut Hill Academy, Philadelphia; Alameda (Calif.) Free Library; Lincoln Memorial Library, South Dakota State College; Lancaster (Penna.) Free Public Library; The Chicago Public Library; East Tennessee State College, Johnson City; Ohio University Library, Athens, Ohio; New England Deaconess Hospital Library, Boston; Teaneck (N.J.) Public Library; Lima (Ohio) Public Library; Reed Memorial Library, Ravenna, Ohio; Willard Library, Battle Creek, Michigan; Adrian (Mich.) Public Library (Boys & Girls Dept.); Upsala College Library, East Orange, N.J.; Public Library, Jacksonville, Florida; Chico (Calif.)

Public Library; South Kent School Library, (Conn.) Bridgeport (Conn.) Public Library; Phoenix (Ariz.) Public Library; A.K. Smiley Public Library, Redlands, California; Midland (Texas) Public Library; Humboldt State College Library, Arcata, California; Larchmont (N.Y.) Public Library; Hillside (N.J.) Public Library; Drake University Library, Des Moines, Iowa; Appleton (Wisc.) Public Library; Heidelberg College, Tiffin, Ohio; Trenton (N.J.) State College; Baylor University Library, Waco, Texas; Gary (Indiana) Public Library; Collier's Reference Service, New York; Canton (Ohio) Public Library; Youngstown (Ohio) Public Library; Crystal Falls (Mich.) Community Library; Calgary (Alberta, Canada) Public Library; Fresno County (California) Free Library; Bethlehem (Pa.) Public Library; Miami (Florida) Public Library; Hutchinson (Kansas) Public Library; Talcott Library, Northfield School for Girls, East Northfield, Mass.; Morrison Library, University of Wichita (Kansas); Eastern Michigan College, Ypsilanti; Akron (Ohio) Public Library; Montclair State College Library, Upper Montclair, N.J.; Mount St. Mary's College Library, Los Angeles; Olympic College Library, Bremerton, Washington; Boston University Library; San Jose (California) City College; Dordt College, Sioux Center, Iowa; LaCrosse (Wisc.) Public Library; Alhambra (California) Public Library; Steele Memorial Library, Elmira, N.Y.; Monterey (California) Public Library; Woodrow Wilson Vocational High School, Jamaica, N.Y.; Warder Public Library, Springfield, Ohio; Riverside (California) Public Library;

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...Eastern High School Library, Lansing, Michigan; Bethlehem (Pennsylvania) Public Library; Wheaton Library, Silver Spring, Maryland; Topeka

Requests for "A Gatherer and Planter of Appleseeds"

(Kansas) High School; Penn Hills Senior High School Library, Pittsburgh; Morton High School West, Berwyn, Illinois; New Britain (Conn.) Senior High School Library; Phoenix (Ariz.) Union High School Library; Hartman Junior High Library, Houston, Texas; Nauset Regional High School, Orleans, Mass.; Fulton High School, Atlanta, Georgia; High School Library, Fort Frances, Ontario, Canada; Warren G. Harding Senior High School Library, Warren, Ohio; West High School Library, Auburn, N.Y.; Senior High Library, Norwood, Mass.; Public Library, Santa Clara, California; Paris Gibson Junior High, Great Falls, Montana; Handy High School, Bay City, Michigan; East Pennsboro High School, Enola, Penna.; Senior High School Library, Jeannette, Pa.; Waukegan Township High School, Waukegan, Illinois; Marcus Whitman Junior High School, Seattle, Washington; Park School Library, Baltimore; North High School Library, Sheboygan, Wisc.; Crane Junior College Library, Chicago; Roosevelt Junior High Library, Mason City, Iowa; Coronado (Calif.) High School; Penn Joint High School, Claridge, Pennsylvania; J.F. Sparke School, Levittown, N.Y.; Ball State Teachers College Library, Muncie, Indiana; Stockton (Calif.) Public Library; New Castle-Henry County Public Library, New Castle, Indiana; Research Library, Emery Industries, Cincinnati, Ohio; Huntingdon Valley Library, Huntingdon Valley, Pa.;

...Springfield (Vermont) Junior; Senior High School; Central High School, LaCrosse, Wisc.; Hillman Community Schools, Hillman, Michigan; Saint Park High School, St. Paul; Logan Junior High School, Logan, West Va.; Central Intermediate School, Midland, Michigan; Purchase Line High School, Commodore, Pa.; Mt. Pleasant Senior High School, Mt. Pleasant, Michigan; Derry Area Junior High School, Derry, Pa.; San Leandro Unified School District, San Leandro, California; Franklin Junior High School, Green Bay, Wisc.; Nicolet High School, Milwaukee; New Brighton (Pa.) Public Library; West Geauga High School, Chesterland, Ohio; Manville (N.J.) High School Library; Wm. A. Wirt School, Gary, Indiana; High Road Elementary Library, New Hartford, New York; Mapleton (Colorado) High School; Kingston (High School) N.Y.; Pearson Junior High School Library, Detroit, Michigan;...

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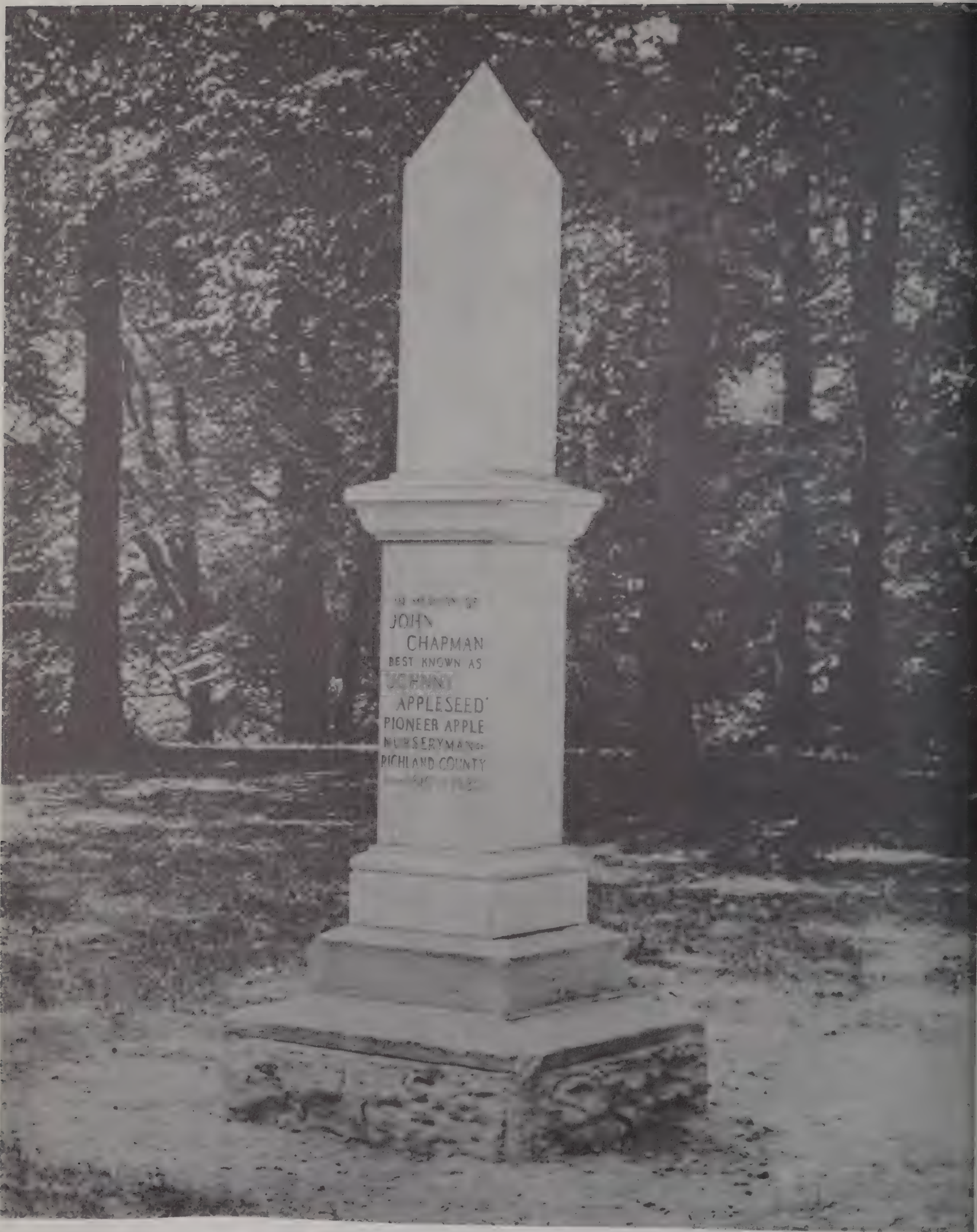
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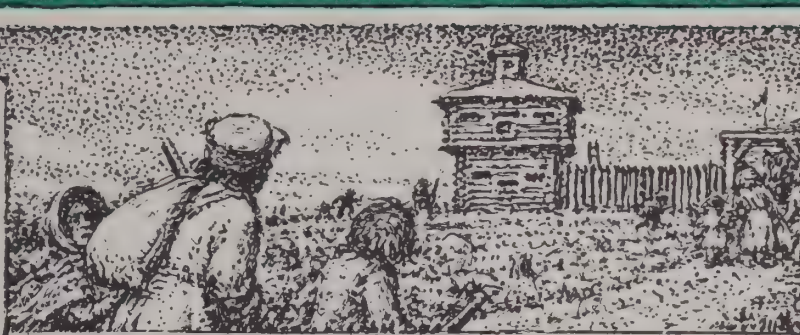
Buchanan Hall, S.H. & T.C. Huntsville, Texas (10 copies); E. T. Roux Library, Florida Southern College, Lakeland; Redford Union High School, Detroit; Jones Junior High School, Columbus, Ohio; Evansville (Indiana Public Library); Veterans Administration, Cleveland, Ohio; Burroughs High School Library, Ridgecrest, California; Board of Education, New York City; South Lake Junior High School, St. Clair Shores, Michigan; Library LSUNO, New Orleans; Childrens Dept., Mansfield (Ohio) Public Library; John Marshall Senior High School Library, Rochester, Minnesota; Sacred Heart High School, San Francisco; Public Library, Stevens Point, Wisconsin; Senior High School Library, Midland, Michigan; Junior High School Library, Lacey, Washington; Morris Hills Regional High School, Rockaway, New Jersey; Public Library, Great Bend, Kansas; Moniteau High School Library, West Sunbury, Pa.; North York Public Library, Willowdale, Ontario, Canada...

* * *



THE MONUMENT IN MANSFIELD'S SOUTH SHERMAN-HEINEMAN PARK

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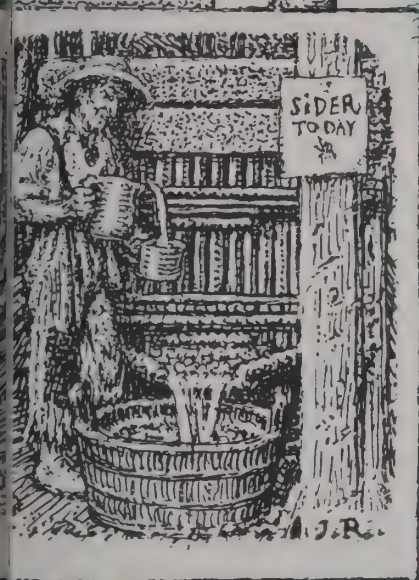
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has Contributed to the
**JOHNNY APPLESEED
MEMORIAL**

Fort Wayne, Indiana

"Day by day, in the untamed wood,
in a space by the river reeds,
He cleared the land for a nursery
and planted his apple seeds."
"Without a hope of recompense,
without a thought of pride,
JOHN CHAPMAN planted apple seeds
and preached, and lived, and died"

*From "The Ballad of John Chapman"
by Benjamin Wallace Douglass.*



"NEWS FROM HEAVEN"



**JOHNNY APPLESEED
MEMORIAL PARK**

by Arand Hampikian.

*John
Rae.*

First Presbyterian Church, Artesia, New Mexico; August 2/1957 "Permit me to thank whoever it was that made a donation in my name to the Johnny Appleseed Memorial. I preached a sermon about John Chapman, using him as an illustration of a man who looked to the future with the greatest confidence in the power of God. Some one from your part of Ohio was in the church that morning, and we had quite a conversation about this most interesting, versatile person, after the service. Cordially yours, Fred G. Klerekoper, Minister."

Prelude to the above letter: Lewis N Watts (with Mansfield's Empire Steel Company 42 years) spent part of last winter out West - attended First Presbyterian Church, Artesia, New Mexico, January 1957. Minister's text: "The Soil"- latter part of the sermon about Johnny Appleseed.

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San Ardo, California, June 19/1957 "In the June 8 issue of the New-Church MESSENGER I noticed your name in connection with the John Chapman radio and Television program for September. I am a member of the New-Church Society in Wilmington, Delaware, but due to transportation & distance I am not able to attend New-Church services in California. My husband & I have kept our children in a non-denominational Sunday School each place we have lived. Now it has come my turn to give the monthly missionary story for the whole Sunday School, the first Sunday in July. Would it be possible for you to send me information concerning "Johnny Appleseed" in his missionary work as well as his seed planting. I know no details of his life - have no way to get to the nearest library (64 miles from here) Sincerely, Florence Swartz Kearns."

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1625 W Forest Street, Decater, Illinois. October 12/1953. "You will perhaps remember that I was in Mansfield last Summer, trying to get pictures for a lecture on "Johnny Appleseed". We had a nice trip, got some good pictures, and am giving my address the first time next week. I have found your book helpful, and think I have a pretty interesting & well illustrated story to tell. Cordially yours, Loren Spear (Minister)"

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American Horticultural Council; U.S.A. Exhibition at the 1960 FLORIADE (in Holland) New York 19, N. Y. November 18, 1959. "It gave me great pleasure to go through all of your material in detail, so that we might better understand the important role of Johnny Appleseed in American horticulture, as well as the possible participation of an Appleseed theme in the U. S. Exhibit...The pen & ink drawings of John Rae are so magnificent that a collection of photo-murals by this noted American artist will almost completely tell the story...In addition, there is the LIFE Magazine photograph of the Johnny Appleseed tree, Mr. Smucker's beautiful photograph of Mansfield's Block House, and other materials which can further highlight the Appleseed story.""

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Toledo (Ohio) Society for Crippled Children; 2740 W. Central Avenue; "The children of the Convalescent School, Toledo Society for Crippled Children, are planning to dramatize the story of "Johnny Appleseed" for their annual homecoming for former patients. J. Arthur MacLean of the Ohio State Museum, tells me that you have a booklet "JOHN CHAPMAN: By Occupation a Gatherer & Planter of Appleseeds" Can we secure a copy. Sincerely Wanita Ketel"

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Danbury, Connecticut, R D 1. October 1/1953 "You'll be glad to know that my copy of your fine "Johnny Appleseed" book is now resting on the shelves of Dr. Paul Sears, head of the Yale Conservation Program at 77 Prospect Street, New Haven, Connecticut. I was showing it to Dr. Sears during a recent talk, and he was so taken with it, that I decided to give it to him and then write and see if you could sell me three more. One is to replace the copy I gave him, and the other is for my good friend Dr. Albert J. Irving, past President Mens Garden Clubs of America. Sincerely, Carl M. Baumhart"

Batavia, Ohio, 4449 Aicholtz Road, R D 6. October 9/1959. "I am a Den Mother of the Mt. Carmel Cub Scout Pack 464. This month's theme is on American Folklore. Since my Den has to put on the skit October 26th, I think the story of Johnny Appleseed would be just the one to do. A member of the Historical Society gave me your address; please send me literature on Johnny Appleseed as soon as possible, so that we will have time to rehearse the play. Mrs. Dorothy Aicholtz"

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193 Lake Avenue, Newton Highlands, Massachusetts. December 31/1956. "I am doing a story of John Chapman for Junior readers, and am interested in securing a copy of your book "JOHN CHAPMAN: By Occupation A Gatherer & Planter of Appleseeds". Robert C Harris of Ft. Wayne is a friend of mine. Not so long ago I spent a day with him, and he showed me through the Park dedicated to Johnny, and gave me a copy of all his research papers. James Cloyd Bowman."

Commonwealth of Pennsylvania, Pennsylvania Historical & Museum Commission, Harrisburg. August 5/1954. "I received and am thankful for the copy of your excellent book on Johnny Appleseed ("JOHN CHAPMAN: By Occupation a Gatherer & Planter of Appleseeds") Appreciate your quoting some of my letters to you. You have produced a magnificent volume on his history & bibliography, and his fame will increase through your publication - a handsomely gotten up book, superbly illustrated and about the best biography about an unknown character I have yet seen....I am always thinking of Johnny Appleseed when I am in the woods, and am hoping some day to come across the apple tree he is supposed to have planted on our farm. Yours very sincerely, Henry W. Shoemaker, President Pennsylvania Folklore Society."

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Chicago, Illinois, 4706 W. Parker Avenue. February 7/1962 "I am a Junior in High School here in Chicago, and it is compulsory in our school to write a history term paper at this time of the year. For my term paper, I have chosen to write about "Johnny Appleseed". I would greatly appreciate it if you could send me any information about him. Judith Des Enfants."

Phoenix, Arizona, September 9/1961. To Mr. Barney Park, 180 Taylor Road, Mansfield, Ohio "Thank you for remembering us and sending the buckeyes to us. We will try to get rid of our aches & pains by carrying one in our pocket. We enjoyed our stay in Mansfield; our grandchildren found the literature on Johnny Appleseed and the Block House very interesting - though I think it is hard for them to realize that anything like the Block House was ever needed. D.A. Harper"

The Martha Kinney Cooper OHIOANA Library Association, Columbus (15) Ohio. March 7/1962. "Once again it is my happy privilege & pleasure to thank you for your kindness to this library. Two big cartons of pamphlets have arrived and we are simply delighted. The one on the Block House has some splendid photographs, and will delight many an Ohioan student I know. The one on Johnny Appleseed will probably prove more popular since Johnny is such a favorite of all Buckeye children and adults. Walter Rumsey Marvin, Executive Director."

225 Clay Street, Bowling Green, Ohio, May 16th, 1955. "I have seen a copy of your booklet "JOHN CHAPMAN" and wondered if it were still possible to obtain copies. My fifth grade class have been very much interested in his story. I should be glad to buy two copies for our school if they are still available. Lillian Anderson."

194 Helen Avenue, Mansfield, Ohio. August 24/1955. "While we were vacationing in Colorado Springs a couple of weeks ago, we met a man who is interested in Johnny Appleseed lore. He is minister of music in one of the Lutheran Churches there. Please send him whatever literature you can spare. Marilyn Keippel."

C. K. Whitner Company, Reading, Pennsylvania. March 9/1956. "Please send me another John Chapman (Johnny Appleseed) book. I want to give it to our Public Library." John Rick.

Daughters of American Revolution, 424 Hawthorn Road, Duluth (12) Minnesota. October 11/1957. "Enclosed please find fifty cents for which kindly send me a copy of the Johnny Appleseed Ballad. Yours truly, Mrs. Kenneth Duncan PS: Do you have available and for sale a picture of Johnny Appleseed such as might be used as a book jacket? I am looking for something of this kind to use as a cover for a program which we are going to give on John Chapman."

The Third National Bank, Circleville, Ohio. October 3/1953. "Will you please send me two more of your booklets about John Chapman. I hardly had a chance to just glance at the book when I received it today, when a friend talked me out of it. We, in Pickway County, feel pretty close to Johnny Appleseed, as he spent quite a bit of time in this area. M. E. Noggle, Executive Vice President."

Allen County Historical Society, Lima, Ohio. July 13/1954. "This is to thank you for the very lovely book, JOHN CHAPMAN. We are delighted to have it in our library - a real SesquiCentennial contribution - you are to be highly commended for all that hard work. Sincerely, Mrs. Harry B. Longworth."

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New York University, Washington Square, New York (3) N. Y. August 26/1959. "At present I and my staff are preparing two readers for students who are learning English as a foreign language and for students who need remedial work in English. Each reader will consist of approximately fourteen articles of stories (900 to 1,200 words in length) followed by grammar and vocabulary exercises in English. In connection with the illustration of "Seeds for the Future" - approximately 1200 words about Johnny Appleseed - we are interested in using excerpts & illustrations from your book "JOHN CHAPMAN: By Occupation a Gatherer & Planter of Appleseeds" May we have permission? Grant Taylor, Assistant Professor of English."

Commonwealth of Pennsylvania, Education Building, Harrisburg. December 8/1959 "It was very thoughtful of you to send me a copy of your talk to the KEYSTONIANS on September 17th. The many flattering comments which I have heard about it at subsequent meetings have made me regret my absence from the city more than ever William H. Work, Secretary."

721 University Place, Evanston, Illinois. December 10/1955 "Over the Holidays one of my pupils visited Mansfield and obtained some material on Johnny Appleseed. We are doing scenes from Johnny's life in our creative dramatics class. It has now developed into quite a project. Therefore I should like to have a copy of "JOHN CHAPMAN: By Occupation a Gatherer & Planter of Appleseeds." Miss Carolyn L. Howe."

State of Ohio, Office of the Governor, Columbus (15) February 26/1953 "I received your letter and the copy of "JOHN CHAPMAN: By Occupation A Gatherer & Planter of Appleseeds". I found great inspiration and joy in reading it...Frank J. Lausche."

Chattanooga Audubon Society, Inc., 808 S. Greenwood Avenue, September 10/1959. "We would like to locate some relative of Johnny Appleseed, and have been informed that you may know of some kin of his. If we can find some relative to represent him by proxy, we will christen a tree in his honor, either in our Conservation Acres or Literary Acres. Robert Sparks Walker, Executive Director."

Mansfield's



Historic Block House

795 Arlington Ave.
Mansfield, Ohio
Jan. 17, 1957

H. Kenneth Dirlam
465 Park Ave. West
Mansfield, Ohio

Dear Mr. Dirlam:

We were pleased to hear from George Culler that you had consented to be our guest at a covered dish dinner and tell Troop 6 Scouts and Parents about the history of the Block House.

The meeting will be at Prospect Park Pavillion, Wednesday, February 6th. at 6:30 P.M.

The Block House is an interesting subject for the boys as that is their scout meeting place. Floyd Dent has been considering making Troop 6 a Memorial Troop based on that fact and the Block House will play a prominent part in his plan if it matures.

Sincerely,

Warren J. Lewis
Pres. Troop 6 Parents Club

Mansfield News-Journal

Sunday, May 15, 1960

Blockhouse Open To Public

Today, Mansfield's historic blockhouse in South Park opens its doors to the public for the first time. It's part of a Sunday afternoon open house observance to be held weekly from 2 to 4 p. m.

Behind the idea are the members of Boy Scout Troop 6 who have the distinction of holding their Tuesday night meetings in a place teeming with pioneer flavor.

"People like to get a peek

inside whenever they see us unlock the door," said Scoutmaster John Boyer, "so we decided to have it open for specific hours."

Troop 6, with 28 members currently on the roll, is the oldest continuing troop in the Appleseed council and since 1929 has been meeting in the blockhouse. Assistant Scoutmaster is Charles Dent.

If the Sunday afternoon blockhouse opening proves successful, it will be a continuing

thing for Troop 6 and provide members with community service projects. Two boys and an adult will be stationed at the blockhouse while it's open for tourists.

The blockhouse was built in 1814 by pioneers and rebuilt in 1905 by the Richland County Historical Society to honor pioneer soldiers. In 1929 it was refitted and repaired for use as a Scout meeting place and a point of interest for the public.

Mansfield's Historic Block House

One hundred and forty-nine years ago - come June 11th - what is now Mansfield consisted of exactly one little log cabin on part of Lot No. 97 (now the H.L.Reed Company corner of North Park Street & North Main (then called West Diamond Street). On that date, June 11, 1808, the three proprietors - Joseph Larwell, James Hedges and Jacob Newman - personally appeared before Justice of the Peace James F Leonard, acknowledging the platted Plan or Map of the Town of Mansfield to be their act & deed, as required by the Ohio Law of February 14/1805 "To Provide For the Recording of Town Plats"

Here's what this first log cabin looked like-drawn by N.N. Hill, Jr an authority on Richland County history. Within a stone's throw of this little log cabin, in about the center of the North half of the Public Square (now Central Park) there was built, in the Fall of 1812 the historic BLOCK HOUSE which has played such an important part in Mansfield's history. It came about in this way:

Mansfield at that time (1812) was a tiny hamlet on the extreme frontier border, with few if any settlers North or West of it. When American General Hull surrendered to the British (August 16/1812) it was feared that a British invading army with Indian allies would sweep down across Northern Ohio, and destroy the frontier settlements. As a defense, there were erected on the frontier border, a number of block-houses to which settlers could flee in case of an attack - two of them on the Mansfield Public Square. It is the Northernmost one in which we are interested...built of rough hewn timbers by a company of soldiers from Coshocton under Colonel Charles William - size 20X20 feet; the walls on all four sides projecting outward several feet, beginning 6 feet from the ground - to prevent an attacking enemy from scaling.

During the Revolutionary War, friendly Indians had founded the village of GREENTOWN on the Black Fork, about 3 miles above Perrysville, and had continued to live there peaceably until, in the War of 1812 it was decided to move them to Piqua - as a precautionary measure...promising them they could return after the close of the War. Unfortunately, only an hour or so after they were evacuated, several irresponsible soldiers set fire to Greentown - an act of bad faith which led directly to the murder of the Seymour and Copus families shortly afterward. At this same time, Levi Jones, a Mansfield merchant, was ambushed & scalped by Indians near where Bissman Wholesale building now stands. Nearby settlers forthwith took refuge in the Block House - fearing that a general attack & massacre by the Indians would follow. There were no troops in Mansfield at the time; at a conference in the Block House, it was decided to send to Mt. Vernon for aid. Who would carry the message? John Chapman (Johnny Appleseed) volunteered.



Photo by George Ireland

Tradition has it that Johnny made the 60-mile rough road trip overnight - and was back with the soldiers from Mt. Vernon the following morning... having stopped at cabins on the way to urge settlers to flee to the Block House - like another Paul Revere's Ride...still waiting for another Long-fellow to put it into rhyme.

Up to a few months ago I had always taken this traditional account with a grain of salt; at that time my artist friend, John Rae, who made the wonderful pen & ink drawings for my JOHN CHAPMAN book, sent me this new Johnny Appleseed legend:

"One Autumn, when Johnny Appleseed was about 60 years old, he was planting a small orchard for the twin brothers Reuben and Robert Wood on their farm near Otter Falls Creek, 20 miles or so North-East of Columbus, Ohio. A weary travel-worn young man, Abel McKee arrives at the Wood's cabin with a message from Johnny's old friend Jed McKee (the young man's grandfather) asking Johnny to come as soon as possible to Wills Mountain, near the Southern Pennsylvania border in the "Allegheny Country". Jed had been accidentally wounded by a hunter's bullet which was imbedded in his upper right arm under the shoulder joint. Jed, who had great confidence in Johnny's ability as a "born bone-setter", wanted no one but Johnny to probe for the bullet and reset his shoulder.

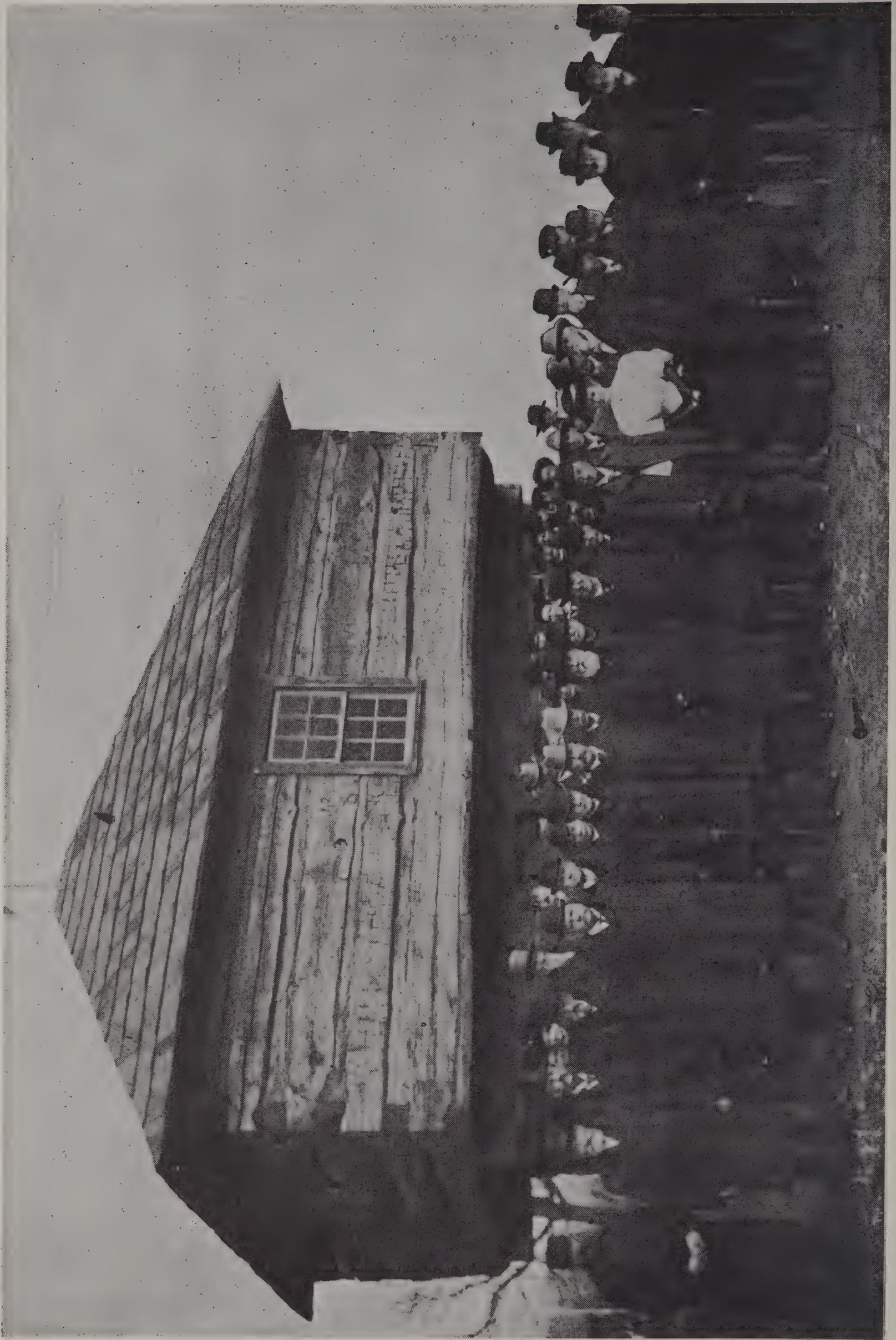
Less than half an hour after getting the message, Johnny Appleseed had started for Will's Mountain, about 220 miles away. His only provisions for the trip: a small bag of parched corn, dried apple slices, cheese, some coarse gray salt and a few beechnuts. Also he carried his small Bible, a light sharp hatchet, his curved blade pruning knife, and some dried "boneset tea" a favorite herb remedy for fevers. Johnny's route: part of it a short-cut trail he himself had blazed two or three years before, from Otter Falls Creek to Powhattan Point Ferry on the Ohio River; from there he traveled by way of Morgantown, West Virginia, to Wills Mountain....making the trip (the latter part over rough country) in five days - an average speed of nearly 45 miles a day! Abel McKee, the grandson, couldn't keep up with Johnny's fast pace - arriving two or three days later." (How Johnny Appleseed skillfully extracted the bullet and then re-set his old friend's shoulder joint, makes another story).

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Once the War of 1812 was over, it was decided to put the Block House to peace-time use. Rev. James Rowland, an early Presbyterian minister tells it. "In the North center part of the Public Square there was a 20x30 Block House, two stories in height - a stairway leading to the second story outside the building on the North side. The lower story was divided into 3 compartments; the West half for a jailer's residence; half of the East side was a cell where criminals were confined...The people of all religious denominations (except the Methodists who had a small frame church in the NE part of town) worshipped in the upper story. There too, the County Court sessions were held...also public meetings generally. In that room I preached every alternate Sabbath for two or three years".



After a few years a larger Court House was needed - so General James Hedges had it moved to his Lot at 168 East Second Street; later, before selling the lot to John Carson, a one-legged shingle maker, Gen. Hedges had the Block House well sheeted with what is known as "barn-siding". Mr. Martin B. Bushnell (doner of the original Johnny Appleseed monument in Middle Sherman-Heinemann Park) tells of visiting the spot: "I well remember when a little boy, with my father (Dr. William Bushnell) were at the Carson home, when Mr. Carson stated that General Hedges had suggested at various times, the importance of properly protecting the old fort; Mr. Carson would rub the logs with his hands, calling it "sacred timber"....

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When in 1906, the Richland County Historical Society began making plans for Mansfield's Centennial in 1908, it was decided to re-construct the famous old Block House on the lawn South of the Court House...partly as an advertisement for the Centennial, but chiefly as a memorial to the pioneers of Richland County... It was found that the lower part of the original structure was still in good condition - apparently as strong as when the huge logs were hewn 85 years before; the upper half had to be replaced - the logs for this were obtained from the old Captain James Cunningham log cabin located between Bellville and Newville - appropriately enough since Capt. Cunningham had helped build the original Block House in the Fall of 1812 - his own cabin having been built in 1821. The re-constructed Block House was dedicated Thursday, November 15/ 1906 (here's a photograph of it) and was featured in the Illustrated Centennial Souvenir published in 1907. Nearly 25,000 people turned out for the Centennial Celebration, June 11/1908 - started with a band concert in Central Park; then exercises at the Block House - an address by General Brinkerhoff, president of The Richland County Historical Society.

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Following the Centennial of 1908 the Block House was moved to SOUTH Sherman-Heinemann Park where it was used for storage room for several years. In the Fall of 1929, it was turned over to the BOY SCOUTS; the Troop Committee of Troup 6 composed of E.M.Olin, J.R.Turner, M.P. Wolcott and Scoutmaster Glenn Taylor took over the job of restoring the building. Citizens in vicinity of the Park raised \$500; new floors, stairs, new roof & other necessary repairs were made...Again the BLOCK HOUSE is serving the community - encouraging the Boy Scouts who use it to become good Americans, and proving an inspiration to the many visitors year after year. Nearby stands the JOHN CHAPMAN Monument, which Boy Scouts helped unveil & dedicate on his birthday on the afternoon of September 26th/1953 ...as a part of OHIO Sesqui-Centennial.

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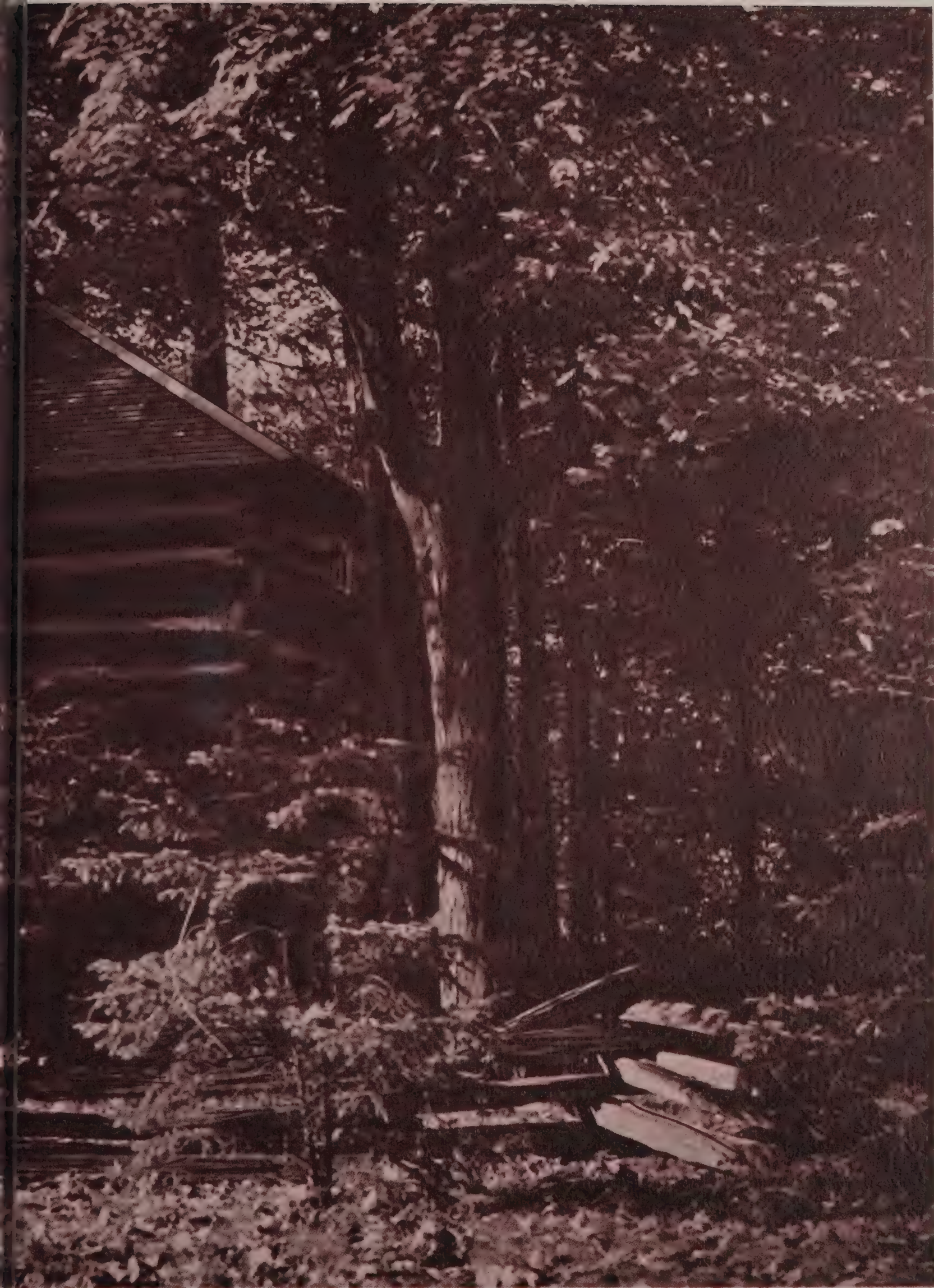
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So that is the story - or something like it - of Mansfield's most famous land-mark.



This beautiful photograph of Mansfield's oldest land mark, made by John E. Smucker, was chosen as March 1957, at Washington, D. C. . . . to be placed in a permanent traveling Loan Collection, which v
—that Johnny Appleseed urged settlers to flee during the War of 1812. Now used as the Meeting Place



One of 50 prints out of 5,000 entries at the International Exhibit of Professional Photographers, held in New York City, 1904. It was to this Block House—at that time located in Central Park—of Boy Scout Troop 6, in beautiful South Sherman Heineman Park, near the Johnny Appleseed Monument.



From The MANSFIELD NEWS Saturday, September 8/1906

Relics of "Ye Olden Tyme" Gathered for Exhibition at the Mansfield Centennial Exhibition

As stated in The NEWS sometime ago, the Centennial Commission has purchased the old Mansfield Block-House and will remove it to the lot South of the Richland County Court House, where it will be re-built and put in shape to duplicate the original Mansfield Block-House & Court House as near as possible.

In order to make the building as near like it was when the original Block-House was used as a Court House, the Commission purchased an ancient log cabin which has stood for many years on the farm of Capt. James Cunningham in Worthington Township (now owned by George and John Hammon). This cabin, when taken apart, was found to be in a fine state of preservation as far as the hewn logs are concerned (these to be used in replacing the second story of the original Block-House in first class shape.

These hewn timbers of the Cunningham cabin were loaded on six two-horse wagons Friday, and hauled to the city Saturday morning. When the teams with the cabin logs arrived on the East side of the Public Square Saturday morning, a large number of people gathered to see the outfit. E. J. Potter, the photographer, was sent for, and took pictures of the teams drawn up in front of the Court House in a semi-circle. Ex-Mayor Huntington Brown and A. J. Baughman, President & Secretary of the Centennial Commission, as well as several newspaper men were in the photograph. After the pictures were taken, the wagons were unloaded South of the Court House where the old Mansfield Block-House will be rebuilt.

Most of the logs are in a splendid state of preservation, as strong as when 85 years ago they were hewn from the forest primeval. They are massive oak, ash and sugar logs for the most part, and will last for a great many years yet. In the party which brought the Cunningham log cabin to Mansfield this morning from Worthington Township were John and George Hammon, C.E. Forbes, William Byerly, David McMillen, William Worley, Hilman Hammon, Lee Hammon and William Spohn.

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Dedication of The BLOCK-HOUSE; November 15th/1906

Thursday afternoon marked the formal dedication of the old Block-House which was recently reconstructed on the South Court House lawn, and which will be one of the attractions of the Mansfield Centennial Celebration in 1908. Much interest has been manifested in this relic of the early days of Richland County. The Introductory address was delivered by Gen. Roeliff Brinkerhoff, President of The Richland County Historical Society. He spoke interestingly of the early history of the County, the erection of the Block-House, its use as the first Court House; and how, later, when a larger Court House was needed, the old Block-House was sold at public auction and removed to Virgin Alley (now Center Street) where it remained until recently purchased by the Centennial Commission.

(Above quoted from Centennial Souvenir - Block-House Number-published by The Richland County Historical Society 1907.)



A Few Historical Side Lights

The most popular book on early Richland County was "PHILIP SEYMOUR: or Pioneer Life in Richland County, Ohio" by Rev. James F. McGaw, published 1858 by General Roeliff Brinkerhoff, who later organized The Richland County Historical Society, and served for many years as its President. Much of the contents of this book is given over to the Copus and Ruffner massacres by the Indians.

(A recent personal incident:) Sunday, October 10/1954 with Walter Willis to visit James Culler and his sister, who live on the farm formerly owned by the ZIMMER (Seymour)*family who were massacred by the Indians in 1812. The monument in their memory (name RUFFNER on the base) also in Ruffner's, is a stone's throw from the barn. Their frame house stands on the precise spot occupied by the log cabin of the Zimmers when they were killed by the Indians (there is a legend that succeeding owners of the cabin never were able to scrub out the blood stains from the floor.) Later the cabin burned down. The Culler's deed to the property dates back to the original deed to an earlier Culler from a son of the Zimmers - dated 1815, at Pickway where the balance of the family moved after the massacre. One of Johnny Appleseed's nurseries formerly was located only a stone's throw from the spot up the road (Route #603) towards the Charles Mill Dam.

On the wall of the James Culler living room is a framed photograph of the unveiling of the monument referred to above. Included in the group of people are direct descendants of the Zimmers.

*"Seymour" is the Anglized spelling of the German "Zimmer".

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SHERMAN-HEINEMAN PARK

Mansfield's beautiful Sherman-Heineman Park was the brain-child of Gen. Roeliff Brinkerhoff, Park Commissioner and for many years President of The Richland County Historical Society. Gen. Brinkerhoff persuaded Senator John Sherman to donate the 20 acres constituting SOUTH Park and Abe Heineman to donate 18 acres for NORTH Park. The intervening valley - MIDDLE Park was purchased by popular subscription from various owners. The Park was dedicated the same year Mansfield's Electric Street Railway was put into operation (1887).

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The original Johnny Appleseed monument was located in Middle Park. At the suggestion of Park Superintendent Frank R. Burton, the present replica was placed near the historic Block-House, visited by thousands of tourists every season. The first Sunday (May 15/1960) the "Open House" program was inaugurated by The BOY SCOUTS, visitors from 21 different cities were on hand...and one from far away London, England.

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This Historical brochure is donated to the BOY SCOUTS by The RICHLAND COUNTY HISTORICAL SOCIETY, 36 North Main Street, Mansfield.



In the above photograph, at the re-dedication of the monument to JOHN CHAPMAN, in South Sherman-Heineman Park, near Mansfield's historic Block House, Miss Florence E. Wheeler is scattering earth from Chapman's birthplace in Leominster, Massachusetts . . . while Robert Harris, Professor Robert Price and H. Kenneth Dirlam look on. The date - September 26, 1953 - the 179th anniversary of Chapman's birthday (September 26, 1774).

Photo by Smucker Studio



First Cabin built in Mansfield, 1808.



COVER and photos on this page: Members of Troop 6, who meet in the blockhouse will be stationed at the blockhouse from 2 to 4 PM each Sunday so the public can take a look inside. On display, also, will be various troop ceremonial objects and accessories.

Photos by
Mansfield News-Journal





MANSFIELD BLOCK HOUSE

(Within This Park)

Built during War of 1812
in Central Park - a refuge
in time of Indian alarms.
Rebuilt for Mansfield Cen-
tennial in 1908. Now used as
a Boy Scout meeting place.

Erected by Mansfield Council of Garden Clubs - 1953





“No Push-ee: No Pull-ee”

**THE STORY OF MANSFIELD'S
ELECTRIC STREET RAILWAY**





FROM A PHOTOGRAPH TAKEN IN MANSFIELD, OHIO, AUGUST, 1887

First Trolley Car to Operate in Ohio

THE first "Trolley" line to operate in Ohio and one of the first to operate in this country was the Mansfield Electric Street Railway Company of Mansfield, Ohio; and the illustration herewith shows the first trip which was made on August 8th, 1887.

Two flexible leads brought the current down to the motors and the other two wires shown, one leading to each end of the car, prevented the collector from running ahead or behind the car as it stopped or started.

Imagine the "jolt" when the trolley jumped in those days, (which it frequently did) and came down on the car roof with a thud, sometimes actually breaking through the car roof.

"NO PUSH-ee - NO PULL-ee"

If you will look over the Mansfield City Directory for the year 1887, you will find in it no mention of anything remotely connected with electricity...yet in August of that year (1887) Mansfield put into operation one of the first electric over-head trolley-lines in the United States.

As you will see from this photostat, Mansfield was supposed to have had the very first one in Ohio...You may have heard the story about the California Bantam rooster who lived not far from the Pasadena ostrich farm. One day as he was strutting round the chicken yard, a strong gust of wind picked him up and landed him at the entrance to the ostrich farm laying house, just as one of the hen ostriches had laid an egg-about the size of a small foot-ball. Our little bantam rooster could scarcely believe his eyes, but when a returning strong wind carried him back to his own chicken yard, he gathered the bantam hens around him in a circle. "I don't want you to think I'm criticising," he said "you have all done well in egg laying ... but you should get around and see what others are doing."

So...when we get around to see what others have been doing, we find that Mansfield has to share the honor of having the first electric trolley line in the United States with several other cities - LIMA, Ohio for one. (Mr. John H. Keller, associated with Lima's beautiful Historical Society's building, supplied valuable material for my talk.)

To get back to the beginnings of the Mansfield Electric Street Railway: In 1887, the year our "No push-ee - No pull-ee" story begins, many U.S. cities were using "horse-cars" (Sandusky, for example) ...later changing over to electricity, but Mansfield started with electricity (to be sure, the 2 cars purchased at the beginning, were common horse-cars with a 15-horsepower electric motor installed.)

As listed in Poor's Directory of Railway Officials and Manual of American Street Railways, (August 1890); page 1228, Mansfield Electric Street Railway Company's officials were as follows: Mr. Van Rensselaer, President; John T. Sill, Treasurer; Watson Whittlesey, Secretary; W. G. Root, Superintendent.

The Ordinance passed March 30/1887 by Mansfield City Council granted permission and authority for construction and operation of the city street electric railway to S. T. Dunham, his heirs and assigns, of New York City. S. N. Ford and Reid Carpenter took over the ownership & management in April 1891 (see letter dated June 18 /1891 from Reid Carpenter to R. A. McMann).

February 10, March 14, and March 30, 1887, the City Council granted the ordinance under which the Mansfield Electric Street Railway, in that year, constructed about $4\frac{1}{2}$ miles of track, and equipped same with 5 cars and station equipment, with what is known as the DAFT System. Competing Systems, used in various other cities, were the Van Depoele and the Frank J. Sprague.

GRAND 4TH OF JULY Celebration, Mardigras & Industrial Parade.

— A T —
Mansfield, O.,
JULY 4, '87.

Among the interesting features of the day
—will be a—

Mammoth Ox Roast.

Prof. Leon, the world-renowned rope walker, will give one of his daring exhibitions of rope walking on Main street. The parade will consist of Military, G. A. R., Sons of Veterans, K. of L. Granges and other civic societies, and a grand industrial exhibition in which all the merchants and manufacturers will participate. The new electric street car line will be formally opened on that day. A grand display of fire works will be given in the evening, at which time Prof. Leon will again appear on the rope, and give one of his most hazardous mid-air performances. Eminent speakers will be present to address the people. Come everybody, and enjoy a real old fashioned Fourth of July. Excursion rates on all railroads.

BY ORDER OF COMMITTEE.

MET HIS MATCH

OFFICER HARTMAN KNOCKED
AND DISARMED.

Two Tramps Who Proved Vicious
Officer Beaten With His Own
Searching the Woods for the Bums
—Description of the Bums.

Officer William Hartman, the policeman, whose reputation as terror has gone abroad, met his match day morning. At 10:15 he saw two the P. F. water tank near the Mc crossing. Taking a young man Charles McFarland with him, he to search the bums and to move them by a good sound kick as is his custom tramps didn't run as they usually faced the music. One of the fellows a small man and the other above size.

The small man submitted to very quietly. Nothing was found Hartman then approached the large "Oh no you don't," said the big bum back. "You're slick for some but you're not slick enough for us." pulled his revolver and the big fellow some. The gun was then placed in the policeman's coat pocket and another was made to search the tramp's point and at the same instant the small man snatched the revolver from Hartman and the other with lightning speed wrenched his heavy cane from the tramp then struck the officer over the head with the cane. The blow knocked him down. Not satisfied with one blow four more were showered on the prostrate policeman. Young McFarland picked up a stone and menaced the tramp. The latter pointed the revolver at McFarland with the threat "lay that down you little s— or I'll give it to you." McFarland dropped the stone quicker than he picked it up.

The fellows then started on the Nypans track. They crossed Main street northeast past the Hoffer gas well woodland and the thicket beyond. The small man got up and sat down to rest. He was stunned but soon recovered himself to ask what direction the bums started after them although he was Word was sent up town and Marshal Pryor was soon in hot pursuit. Officer Pryor went out the George Knofflock was on a rig and Mike Weil and McCrory started out in the direction. They went but a short distance and returned.

Marshal Lemon drove directly down the street past the gas well to the next crossing east and west. Here he cut across the country and reached the ravine just as the Nypans track in a very short time. He thinks the fellows did not have an opportunity to get across before he got there quite sure that the men were in the somewhere between the crossing and the gas well. A News reporter brought back and Officer Wentz and Hartman out again to search the thicket. Lemon staid and watched for the bums when the other officers arrived, a careful search, but without success. Likely the men were too swift for the horse and escaped. The large man

The formal opening of the electric street car line was scheduled for July 4/1887, as you will see from this advertisement in the SHIELD & BANNER:

"GRAND 4th of JULY CELEBRATION, MARDIGRAS & INDUSTRIAL PARADE Mansfield, Ohio, July 4/1887. Among the interesting features of the day will be a MAMMOTH OX ROAST. Prof. Leon, the world renowned rope walker, will give one of his daring exhibitions of rope walking on Main Street. The parade will consist of Military, G.A.R., Sons of Veterans, K. Of L. Granges and other civic societies, and a grand industrial exhibition in which all the merchants and manufacturers will participate.

The new electric street car line will be formally opened
on that day

A grand display of fire works will be given in the evening, at which time Prof. Leon will again appear on the rope, and give one of the most hazardous mid-air performances. Eminent speakers will be present to address the people. Come everybody, and enjoy a real old-fashioned Fourth of July. Excursion rates on all railroads.

By Order of The Committee"

* "In 1886 there were 525 horse (mule) railways in 300 cities & towns in the U.S., powered by 100,000 animals" - Page 17, "Trolley Car Treasury" by Frank Rowsome Jr. published by McGraw-Hill Book Company.

Quite a project- but like TV commercials and plenty of other advertising it promised more than it could deliver ... for it was more than a month later that the first little car made an official run (with 36 passengers aboard; regular runs began August 9th.)

As shown in the accompanying photograph of this first trolley car, the electricity was conducted thru two parallel overhead wires and a 4-wheel trolley. Later, a single overhead wire and a single pole trolley were used - the balance of the circuit being supplied by the steel rails.

In the Kansas City Star of September 22/1912, a feature article, "THE BIRTH OF THE TROLLEY", claims that "the first street car ever run by means of an overhead trolley wire was built in Kansas City, and the inventor of this unique method of transportation, which afterwards revolutionized the street railways of the world, was a Kansas farmer, John C. Henry."

Professor Sidney Howe Short made important contributions to electric street railway development. While Professor of Physics at the University of Denver (1881-1885), he constructed an experimental electric railway in Denver. Among electric street railway inventors, a Belgian-American, Charles J. Van Depoele stands near the top. His system was used in Montgomery, Alabama (see page 14). In 1888 he joined the Thomson-Houston Electric Company, Lynn, Massachusetts, one of the parents of General Electric.



Here is a photograph of that first little car; and another, showing a working crew of at least 50 men excavating, to lay the rails on West Market Street (now Park Avenue West)...with a number of "side-walk superintendents").

The first street car came out West Market Street to what is now Douglas Avenue- the end of the line- in front of Senator Sherman's residence. I can remember seeing it, as one of the crowd that had gathered - each one trying to figure out what made it "go". None of us knew anything about electricity; Mansfield streets and homes of that time were lighted by artificial GAS supplied by the Mansfield GAS LIGHT Company. In the old Dirlam home where I was born, I can remember hearing father complaining when somebody "had left the gas burning upstairs". After all, we couldn't afford to run up unnecessary gas bills, with father's salary, as Secretary of The "Old 1876 Loan" only \$200.00 a year. Oh, yes, he and Reid Carpenter were Law partners - with a total income of about another \$300.00

The electric street cars "caught on"; quoting from the SHIELD & BANNER of Saturday, August 13/1887:

" Nearly 1,000 people were hauled by Street Car No. 1, Wednesday, August 10th, in $7\frac{1}{2}$ hours. "

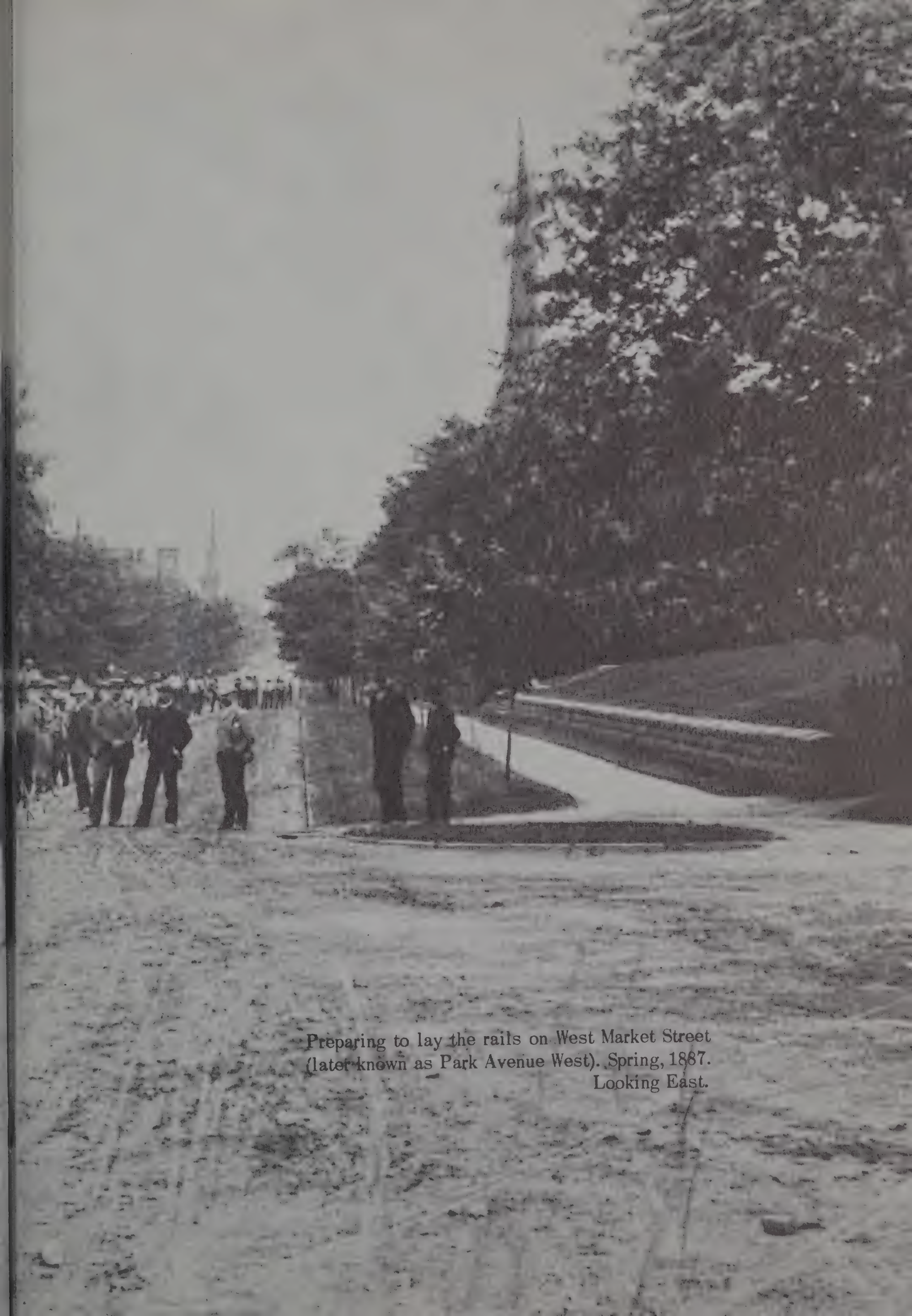
Soon electric trolley cars were an important feature in Mansfield day-by-day community life. The very first little cars had no conductor - to collect fares, and help women passengers on and off - only a motorman. Passengers riding on the long benches on either side of the car, used to pass the time by mentally checking up - to see that each passenger deposited his 5¢ fare in the slot on the inside front wall.

Street car ride experiences soon began to accumulate. In those days when Barnum's Circus came to town, the parade would come up Main Street, then around Central Park and down North Diamond. Father's office was over the old Farmer's Bank (shown in this photograph) facing the Park. We children would sit in the windows - with our feet on the wide stone ledge. Not long after the electric street cars got going, my younger brother, Jay, myself and our sister, Katharine, had been down to see the circus parade one hot Summer morning...and then started to walk home (which was just East of the present day Knights of Columbus property).

Young and healthy, and used to walking, we got along quite well until we were about half way up the hill (where the red sandstone Kerr property now stands) when Katharine informed Jay and me "I'm tired; I want to be carried!" I said to Jay: "We can't carry her; she's too heavy!" What to do?" At that instant I heard a rumbling back of us- you guessed it- it was one of the new trolley cars coming up the hill. I said to Jay: "We'll put her on the street car." In those early days, the street car would stop anywhere - not just at street intersections. The three of us ran into the street, I hailed the car, and the motorman (they didn't have conductors) Mr. Hale stopped the car - probably thinking to himself "here are 3 more passengers". I motioned to him to help pull Katharine up the steps: "Where's her fare?" he asked. "Fare", I said, "She doesn't need to pay any fare." "How do you figure that out?" the motorman wanted to know. "Why, she's only five - and you have a notice at the front of the car that says, 'Children under six carried free' - I saw it myself the other day." "Why, you little cheater, that means when they are with their parents." "The sign doesn't say that, so you just put her off at the Dirlam home, 151 W. Market Street"...and thus my sister became Mansfield's first "free loader".

Following on the heels of its electric street railway, Mansfield went another step forward. An ordinance, granting to C.E. McBride, his heirs and assigns, to erect and maintain the necessary apparatus and machinery, poles, posts, lamps, and stretch wires to furnish persons or corporations within said city of Mansfield, Ohio, with incandescent electric lights and power, was passed by City Council March 14, 1888.





Preparing to lay the rails on West Market Street
(later known as Park Avenue West). Spring, 1887.
Looking East.



Looking North on North Main Street



Looking East on West Market Street

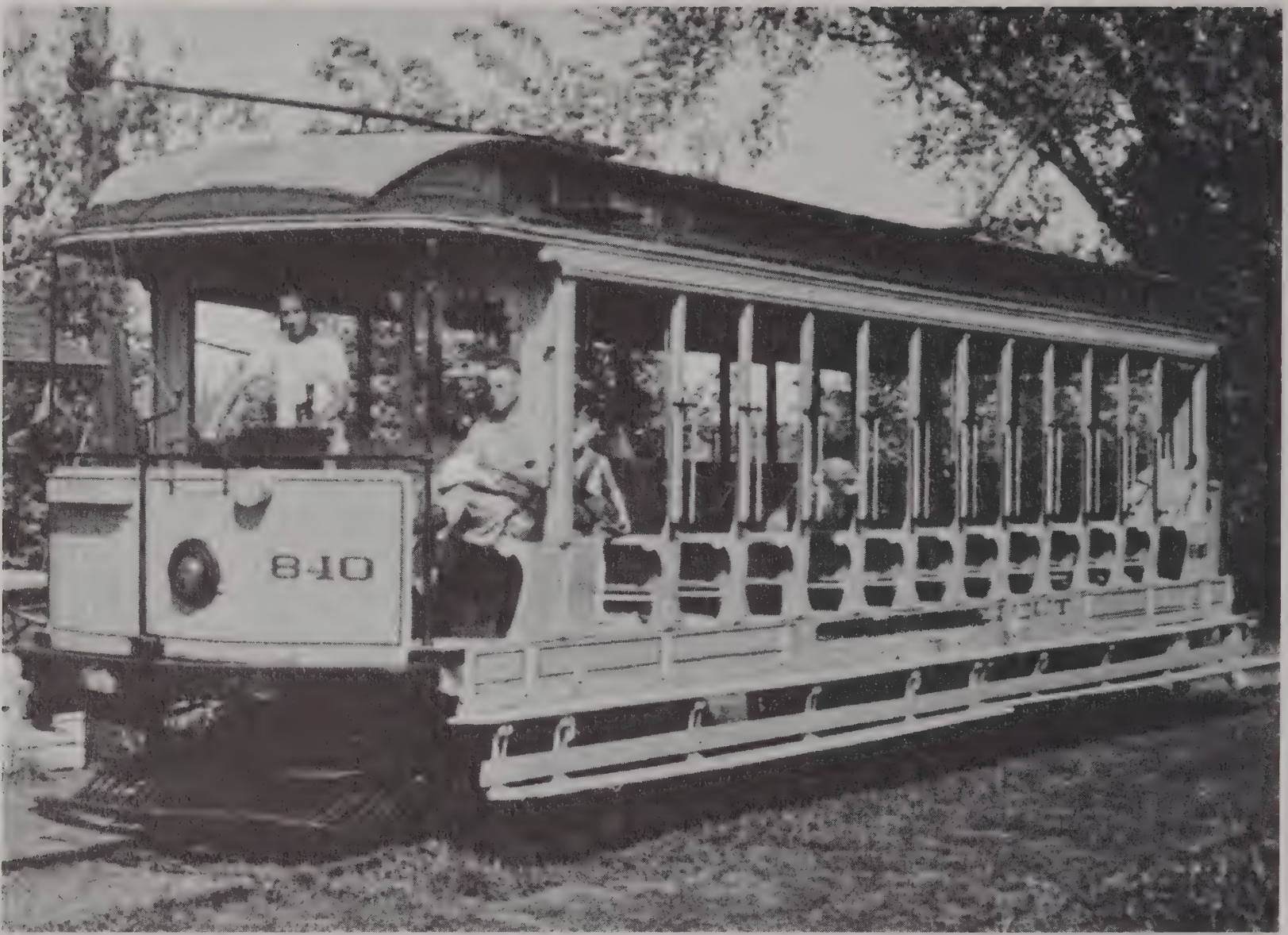
The MANSFIELD- NEWS JOURNAL of August 19,1960 carried a photograph & news article about the purchase of the property at 318 Park Avenue West, owned by Mr. & Mrs. Victor Hawk. This was formerly the home of Miss Anna Smith, organist for many years of the First Congregational Church. She lived there with her mother, and at the time of our story was hailing the street car in front of their home...a cold Winter evening about 7:15. The Congregational Church prayer meeting was held every Thursday evening at 7:30, and Anna Smith played the piano for it, and led the singing. Stepping into the street car she exclaimed "Oh, how nice & warm it is here; if mother had known it, she'd have come to prayer meeting. Would you mind waiting a few minutes?" They waited - and that is how one more Congregationalist was on hand for prayer meeting that evening...courtesy of Mansfield Electric Street Railway.

Still speaking of Congregationalists...(Presbyterian, Lutherans et al will be given equal time in a future talk) Deacon Charles B. Jamison, who operated the Bodine Roofing Company, was fond of music; used to help put the church organ into condition; had a music box at home (you know, one with a prickly cylinder which were popular at the time). Something had gone wrong - couldn't get it to play. So, after tinkering with it at home, he decided to take it down to the shop, where he had better tools. He wrapped it up carefully, put it under his arm, and got onto an East-bound electric street car, at the corner of Park Avenue West & Benton. The car hadn't gone more than 50 feet when it stopped with a jolt..which immediately started the music box to playing ... entertaining the other passengers all the way down town (as Deacon Jamison was frequently reminded from time to time afterwards. "He shall have music wherever he goes."

The fare on these early trolley cars in Mansfield was 5 cents - or 6 tickets for 25¢. Instead of giving Jay and myself 5 cents for working around the yard (1 cent per load for hauling a wheelbarrow full of manure out onto the lawn) mother & other parents in the neighborhood began giving us a street car ticket instead - all right on the face of it, but the W. B. Chapman little grocery store on Marion Avenue would only give us 4¢ worth of candy for each ticket - instead of the expected nickels-worth.

To popularize riding on street cars, free rides to the Fairgrounds and to Sherman-Heinemann Park were advertised every so often in the city's newspapers. Fred Harrington and other young men earned money during the Summer by serving as conductors on the "open cars".

On the very first little "closed" cars, the motorman had no protection from the weather...so he was glad to sit next to the coal heater inside, during the 5 minute rest period at the end of the line. Smoking (by men only) was not permitted inside the closed cars: Smokers had to ride on the rear platform outside. On the "summer" "open" cars, smoking was permitted on the two rear seats. Few men, in those days, smoked cigarettes - and women never did (in public) "Coffin-nails" was the popular nick-name for cigarettes.



It is quite fitting that we should be discussing electric street railways (and their off shoot, interurban trolleys) at KINGWOOD CENTER, for had it not been for them, Charles Kelley King would have had no beautiful estate to dedicate to the community.

In October 1888, my brother-in-law, Frank B. Black, and four or five other local men got together \$5,000 and started the Ohio Brass Company, in a small brick building on North Main Street, formerly known as The Barnett Brass Company. One of Frank Black's financial backers was father's former law partner, Reid Carpenter, president of The Mansfield Electric Street Railway Company, who had been buying street railway supplies from Charles Kelley King, associated with a Chicago Company. It was Reid Carpenter who brought Mr. Black and Mr. King together; the latter came to Mansfield in 1893, and started to design a line of overhead trolley fixtures, most of which at that time were made of brass.

The Old 1876 Loan, of which father was Secretary, happened to hold a \$2500 mortgage on the Barnett Brass Company property; Frank Black came to the Loan office (over the old Farmers Bank) on Main Street ... made father a proposition; cancel the \$2500 mortgage and receive, in exchange, \$2500 worth of Ohio Brass Company stock. If father had only taken him up!

Some idea of the possibilities in this supplying of overhead electric trolley equipment: "By the turn of the century (1900) there were more than 15,000 miles of electrified track in the United States, with more than 30,000 trolleys" - from Trolley Car Treasury

The first interurban trolley lines turned up in the Nineties- one of the earliest, a line that ran from Sandusky to Milan and Norwalk. In 1904, Indianapolis opened a traction terminal that soon grew to be the biggest interurban center in the world. Within a decade it became so busy that 7 million passengers a year passed thru it, and 500 interurban cars a day arrived or departed. - data from Trolley Car Treasury

Mansfielders of that period will recall riding to Cleveland via Shelby or Galion on interurbans. There is a legend to the effect that in the early days of railroading, the Big Four R.R. wanted to build their line into Mansfield, but that the B & O stockholders kept them from getting a right of way. If the Big Four had been successful, Mansfield would then have had four trunk line railways: The Pittsburg, Fort Wayne & Chicago (now known as the Pennsylvania R.R.; The Erie, The Baltimore & Ohio (B&O) and The Big Four (now known as the New York Central).

Attempts by Charlie French and others, to build a "short line" to the Big Four, were unsuccessful - though considerable money was raised for the project. Mr. French was quite a promoter. He owned a stone quarry near Lucas, rented a switching locomotive from the Pennsylvania R.R. to haul the stone from the quarry up to the Pennsylvania siding. Got out a handsome engraved letterhead with the heading "MONROE & NORTH EASTERN RAILROAD, Charles F. French, President". Stories about his exchanging passes with the presidents of various railroads and his transactions with The Mansfield and New York City financial backers of the proposed short line railroad would make interesting reading.

On summer evenings, hundreds of Mansfielders would cool off by riding around on the "open cars". Sunday School classes and other groups would organize trolley-car parties & picnics - ending up at North Lake Park.

Charles Kelley King's mother & several sisters came to live in Mansfield several years after his coming to the Ohio Brass Company. Their home had been in Maine - with its hundreds of beautiful lakes. So, when they saw the sign, on the telephone pole at the West corner of Main & Fourth Sts. "To the Lakes" they were delighted. Imagine how they felt when the trolley deposited them at North Lake Park - and what looked like muddy ponds.

At that time (1890), Mansfield had a population of 13,473 most of whom lived within walking distance of Central Park. The Aultman-Taylor Company, makers of threshing machines was the largest manufacturing plant, employing about 400 men: next largest, the Humphries Manufacturing Company, 200; Baxter Stove Works, 150; Mansfield Machine Works, (makers of stationary engines, and sawmills), 125; Eclipse Stove Company, 125; Mansfield Buggy Company, 125, and various smaller plants employing less than 100 workers each.



Montgomery, Alabama appears to have had the first successful electric street railway in the United States - put into operation April 15 /1886 (two tiny cars) as can be seen in this picture. Appleton, Wisconsin, seems to be next - the date, August 19 /1886. LIMA, Ohio, third (July 4 /1887); and Mansfield fourth (August 9 /1887).

from "TRANSIT TOPICS" Richmond, Virginia, Vol.4 - No.48 Nov. 27/1949, From The Richmond Dispatch, December 14/1887:

"Experimental Running by a Car yesterday afternoon. It is tried up and down hills: on curves and tangents; at high rate of speed and low rate of speed."

For some years it was supposed that Richmond had the first electric street railway, but the above quote proves that the honor belongs elsewhere. Frank J. Sprague designed and put the Richmond line into operation.

Die elektrische Eisenbahn.

Nachdem letzten Mittwoch eine Probefahrt mit den neuen Straßenbahnwagen gemacht worden war, konnte am Donnerstag schon die Eröffnung der elektrischen Eisenbahn stattfinden. Um 10:30 wurden Wagen 1 und 2 bis vor die Lima Nationalbank gefahren, woselbst eine große Anzahl Herren, die von Herrn Faurot, dem Präsidenten der elektrischen = Bahngesellschaft, eingeladen worden, bereit waren, dieselben zu besteigen. Da waren die Stadtbeamten, Stadträthe, Wasserwerktrusstees, Schulräthe, Repräsentanten der Presse, Mitglieder der Polizei und des Feuerdepartments wie auch Repräsentanten von Fabriken und Geschäften im Allgemeinen, im Ganzen 40 bis 50 Personen. Die Fahrt ging über die ganze Mainstraßen-Linie und zwar so fein und glatt, daß nichts zu wünschen übrig blieb. Der Motor ist eine Pa-

tentmaschine von Van Depoele. Er befindet sich auf der vordern Plattform und ist durch eine endlose Kette mit der Vorderachse verbunden; ferner steht er durch zwei isolirte Drähte mit den beiden hoch über dem Geleise schwebenden Drähten in Verbindung, wodurch die Verbindung des großen, stationären Dynamos mit dem kleinen auf dem Wagen hergestellt wird. Die Schnelligkeit betrug für den Anfang nicht ganz 6 Meilen die Stunde, kann aber später wenn's Noth thut, bis auf 30 Meilen die Stunde gesteigert werden.

An dem Platz, wo die in entgegengesetzter Richtung fahrenden Wagen sich kreuzen, steht der eine Wagen still und der andere geht seinen Weg, wobei die Verbindungsdrähte einfach gewechselt werden, so daß sie nicht an einander vorbei zu gehen haben. Die Fahrt kostet 5 Cts.; es werden aber Bücher, die 100 Tickets enthalten, für \$4.00 verabfolgt.

THE OHIO GENEALOGICAL SOCIETY

Mr. Kenneth Dirlam
465 West Park Avenue
Mansfield, Ohio

Dear Mr. Dirlam:

We are delighted to have the man who has done so much to keep interest alive in Mansfield history as the speaker for the first Ohio Genealogical Society meeting. It will be at 8 p.m. Thursday, September 8 in the gatehouse of Kingwood Center.

This is to confirm the conversation you had with E. J. Houston regarding this speaking engagement as well as to inquire how you would like your subject listed. Please include any other information you would like used in the publicity concerning your talk to us. Will you have illustrative materials which we should arrange to display?

We are looking forward to your appearance before us.

Sincerely yours,

Paul I. Hauserman
Program Chairman

In these early days the cars were small closed affairs like this (shown in photograph) one in Mansfield, the other in Lima. With the setting up of amusement parks (Mansfield's Sherman-Heinemann, for example), baseball parks and the like, the electric trolley car lines were extended, and "open" or "Summer" cars like this began to be used. (This photograph happens to be from Connecticut, but the "open cars" in Mansfield looked just like it.) They were made, in Winter, (to keep the men busy) at the S. N. Ford "sash factory" (really a lumber yard - S. N. Ford having become financially interested in the Mansfield Electric Street Railway Company.

This book I hold in my hand "TROLLEY CAR TREASURY" by Frank Rowsome Jr. is very interesting & entertaining - even though it doesn't mention Mansfield. I have tried, in some way, to make up for that lack.

My thanks to Helen Carpenter Hattery and her sister, Jeannette Carpenter Hartman for valuable data & photographs; to the Ohio Brass Company's Will Hane for interesting information on early days of that Company. The ROTARY Clubs of Denver, Kansas City, (Missouri), Montgomery, Alabama and Richmond, Virginia supplied valuable literature & correspondence.

About 1895 a Chinaman had visited the United States. Back in China, he was telling his friends about some remarkable things he had seen. "No Push-ee - No Pull-ee...all same go like Hell-ee." That was his description of an electric street car.

(Transcript of a 45-minute talk by H. Kenneth Dirlam, Past President of Richland County Historical Society, to the first meeting of the Ohio Genealogical Society, at Mansfield's KINGWOOD CENTER, the evening of September 8, 1960.)

Published By

RICHLAND COUNTY HISTORICAL SOCIETY
36 NORTH MAIN STREET • MANSFIELD, OHIO

(Free copies of this brochure may be had by addressing the above.)

XX XIX XVIII XVII XVI

← 6 miles →

Shiloh

Olivesburg

Uniontown
(later Ashland)

ROAD TO ASHLAND

Mansfield

Mifflin

ROAD TO WOOSTER

ROCKY FORK

VERMONT RIVER

Lexington

Bellville

Perrysville

Loudonville

Ruins of Greentown
(Indian Village)

Clear Fork

Site of Galion

XX XIX XVIII XVII XVI

(ASHLAND COUNTY ... formed later)

Mount
Gilead

(KNOX COUNTY)

"OLD RICHLAND" COUNTY

As of the Year 1825 to Original Boundaries

(* Location of Johnny Applesced Nursery)

by
John Rae

... based on JOHN KILBOURNE 1822 MAP OF OHIO



New Haven.

XXIV XXIII XXII

XX XIX

Auburn Plymouth Blo

Sandusky Sharon Fra

R I C H

Vernon Springfield

Bloomfield Troy Wa

Congress Perry

Franklin

XIV
Middle
bury

West field

Harmony

Chester
K

Wayne

Oxford

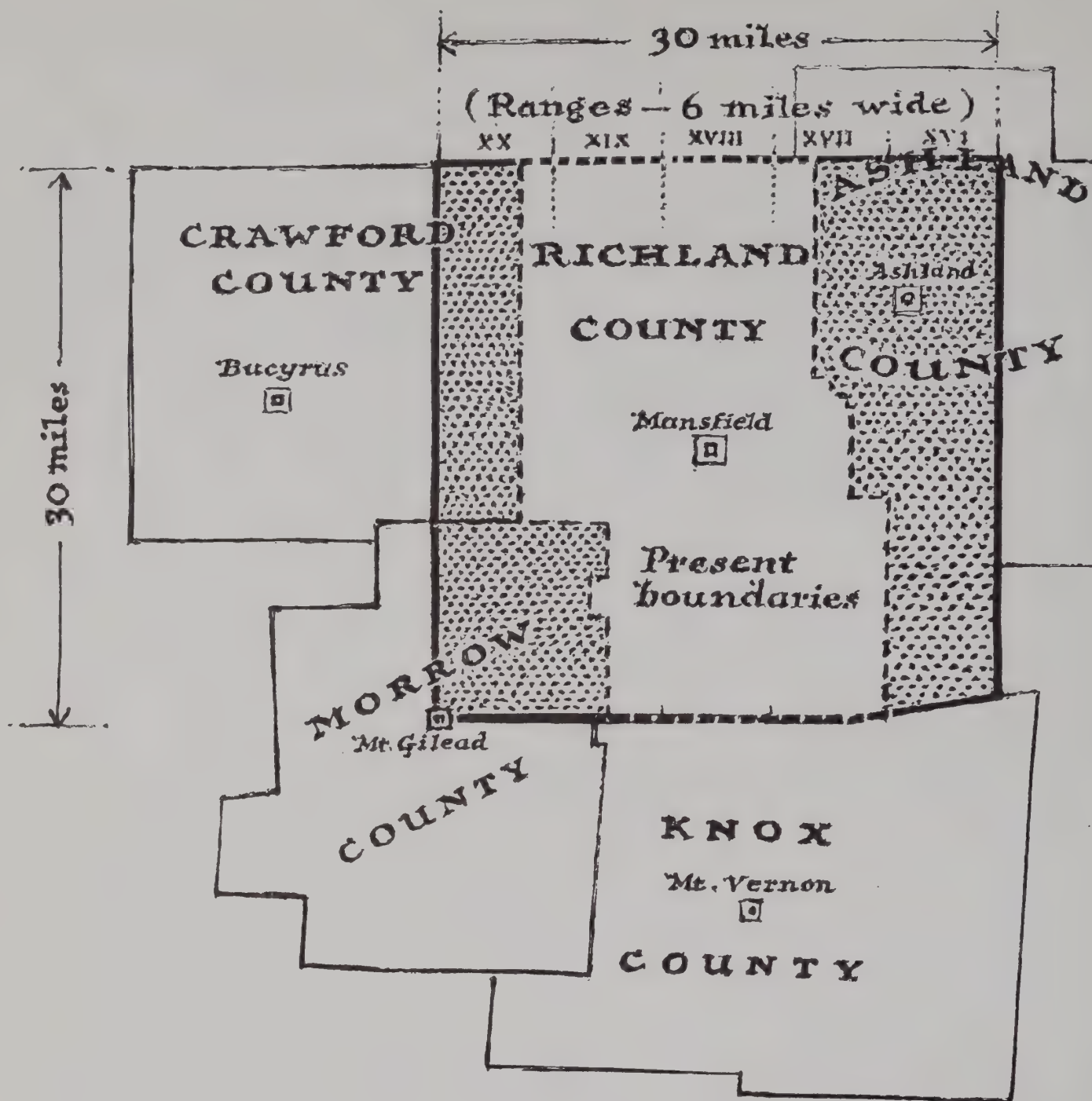
Bennington

E L A W A P

Portion of JOHN KILBO
(Courtesy OHIO)



THE 1822 MAP OF OHIO
(HISTORICAL SOCIETY)



"We WUZ ROBBED" (Baseball slang)

Shaded portions of Crawford, Ashland and Morrow Counties were originally part of "Old Richland" County.

"On January 7/1813 the State Legislature passed "An Act For The Recognition of Richland County: Section 1: Be it enacted by the General Assembly of the State of Ohio, That the County of Richland be, and the same is hereby, organized into a separate County". As then organized, Richland County was one of the largest Counties in Ohio (30 miles square). It should have always contained its original boundaries. But a mania arose for county seats, resulting in the creation of other adjacent Counties which took from Richland County much of its territory" (end of quotes from Graham). In other words, to put it in Brooklyn base-ball slang: "We Wuz Robbed" - losing several of Johnny Appleseed's best nurseries & other historically valuable land.

Compliments of
RICHLAND COUNTY HISTORICAL SOCIETY

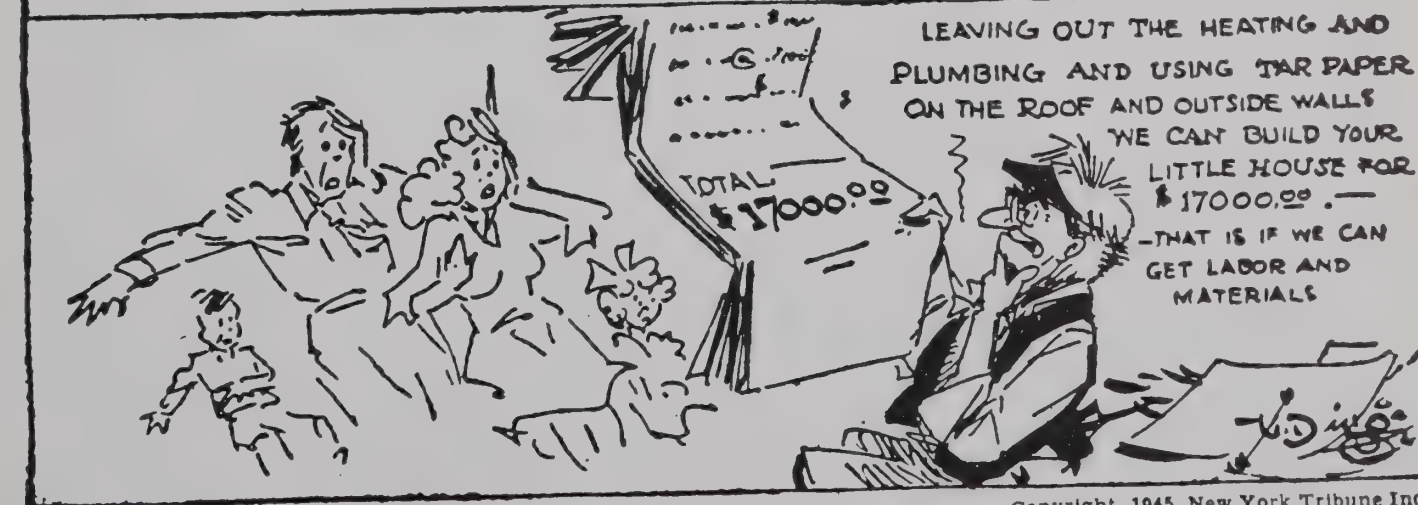
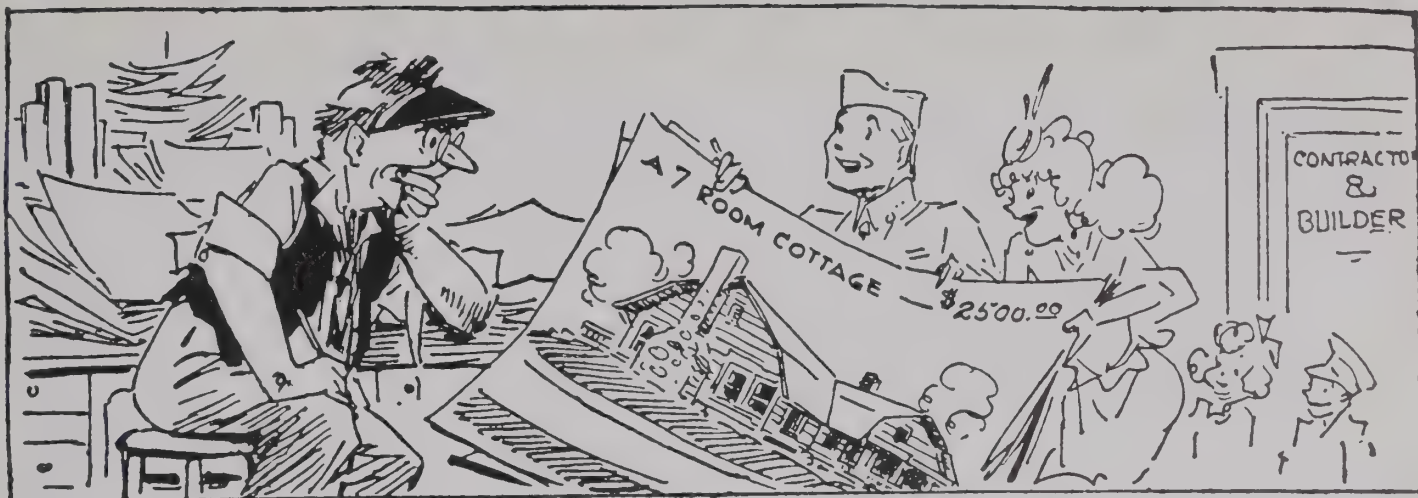
**“WHAT MAKES A NEW HOUSE
COST SO MUCH?”**

* * * *

H. Kenneth Dirlam

THIRD EDITION

"WHAT MAKES A NEW HOUSE COST SO MUCH?"



FOREWORD - To First Edition

Most persons -- unless they have bought or built a new home since VJ Day -- have a hazy idea of what a new house really costs. As unofficial financial advisor to the local Veterans Housing Committee, I've made a thoroughgoing study of the housing situation in Mansfield - also investigated Veterans Housing Projects in other cities. This booklet is a reprint of my findings - first given as a talk before the Mansfield Rotary Club, with the Veterans Housing Committee as my guests. In the meantime, the talk has been repeated before other clubs and organizations "with attention more or less sustained" -- as Elbert Hubbard used to say. There is no copyright on the material . . . anyone who wishes is welcome to quote from it.

April 1, 1949

*

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*

FOREWORD - To Second Edition

With INFLATION so much in the headlines these days, this seems an appropriate time to bring my housing study up to date . . . to give the facts on what has happened during the intervening ten years — since in few, if any, segments of our economy, has *inflation* had such widespread repercussions.

March 15/1959

(Cover Cartoon: Courtesy New York Herald-Tribune)

"WHAT MAKES A NEW HOUSE COST SO MUCH?"



SECOND EDITION

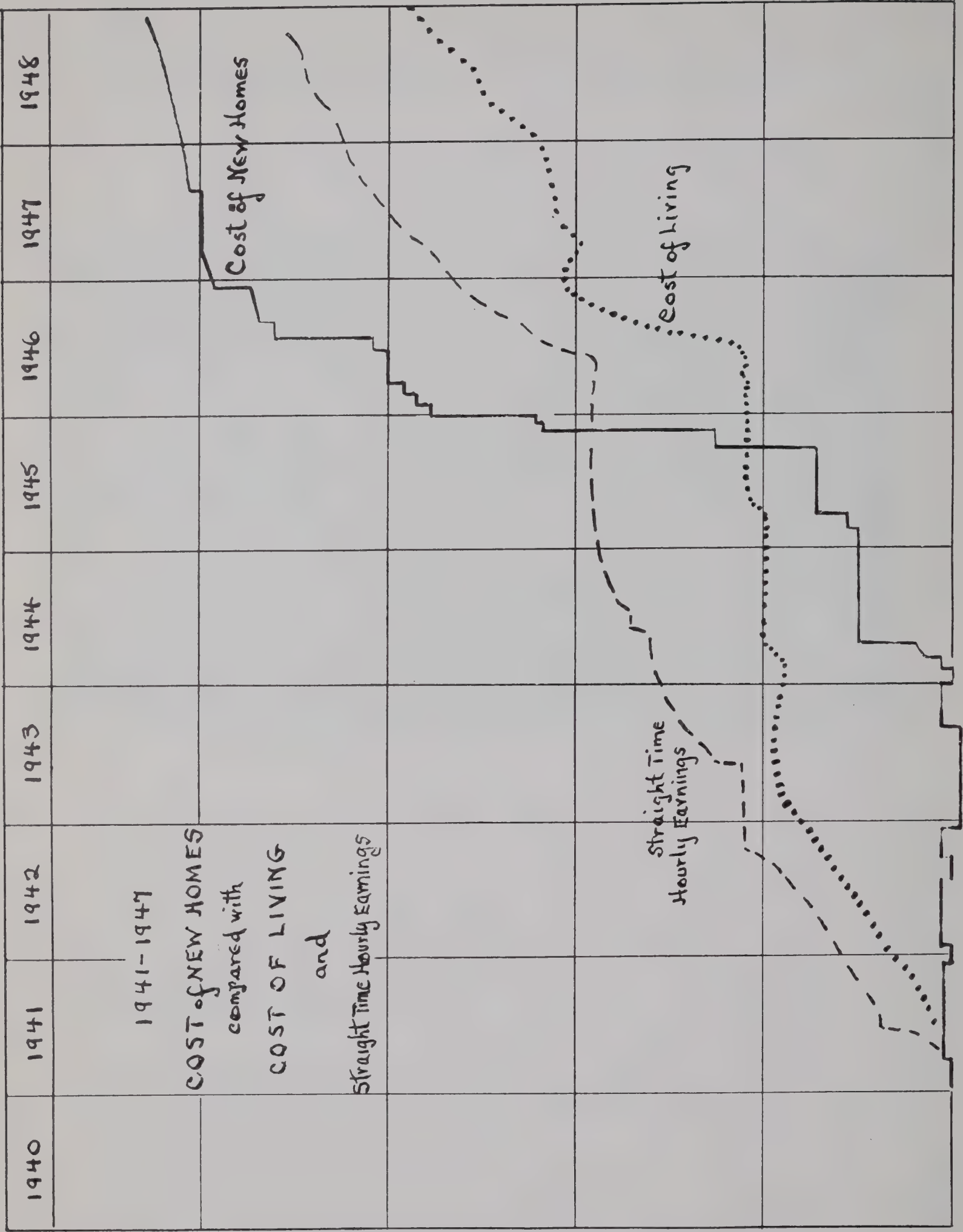
Id. Kenneth Dulan

Secretary, Mansfield Building & Loan Association (The "Old 1876 Loan") ;
Past President, District Nine, Ohio Savings and Loan League ;
Author: "Own Your Own Home - A Short Story About A Great Idea."

A STUDY ON INFLATION
In New Home-Building Costs and Prices

— o —

(Home Shown Above: The "PHOENIX" Designed by Samuel Paul, A. I. A.)



(Text of First Edition - April, 1949)

Most articles on HOUSING deal with the subject in a general way, over the entire United States; this paper is an attempt to localize and bring to a focus the effects of the upward spiral of wages and building material costs on housing in a medium size, typical Middle-West city,

Mansfield, Ohio (population 40,000).

"HOUSING" has been in the headlines ever since VJ Day (August 1945)*. Recognizing that housing would be a major requirement for returning GIs, Congress in October 1944 had passed the "Servicemen's Readjustment Act" popularly known as the "GI Bill of Rights" with this provision:

A Government guarantee to the lender that up to \$2000 of the mortgage signed by a GI for financing the purchase of a home, would be paid -- BUT that such guarantee would apply only in cases where, in the opinion of the Veterans Administration, the property in question was purchased "at a reasonable normal value."

Result: a flood of applications from GIs, thousands of which were turned down because the Veterans Administration thought the price was too high. Hoping to remedy this situation, in March 1946 Congress amended the GI Bill of Rights by raising the Government guarantee limit to \$4000 and at the same time saying, in effect, to the lender: "If you're willing to make a mortgage loan based upon a VA procured appraisal, it will be quite O.K. with Uncle Sam." Raising the guarantee limit to \$4000 prompted sellers of residential property to add \$2000 to the selling price. (A number of us urged Congress at the time to follow Reconversion Director John W. Snyder's recommendation: put a ceiling upon the selling price of homes previously built; let the property sell once for whatever it would bring - that price to be the ceiling during the

housing shortage. Unfortunately this was not put into effect).

In his VJ Day message to Congress President Truman urged, among other things, measures to stimulate housing. Two weeks later, the Mayor of Mansfield declared that he'd quarter veterans' families in the city hall, if they were unable to find homes. In November, servicemen's views were aired at a Housing Forum, after which the Mayor said he was asking all the Mansfield financial houses, realtors and contractors to form a community committee to begin action on a home-building program. At a public meeting - called by the Chamber of Commerce early in December - the city was promised 500 new homes by winter's end.

Co-operating in this program, the city's contractor-builders found themselves handicapped by shortages of critical building materials - siding, rock lath, doors, window sets, hardwood flooring, bath-room equipment . . . Fortunately there was a 40% increase in the number of construction workers (compared with pre-war) plenty of home-grown money for financing new homes - millions of dollars at 4% interest. A sizeable number of new homes were built, but prospective purchasers complained about the high prices . . . said that contractors were taking advantage of them. To make a comparison between pre-war and post-war prices for new homes I examined every building permit for the years 1940 and 1941 and compared them with permits for identical houses in 1946 and 1947 - with this discovery:

Much of the data, which follows for several pages, I secured from one of Mansfield's most experienced contractor-builders, who has built hundreds of the best homes in and around Mansfield covering a period of thirty to forty years or more.

In 1941 a 4-room and bath frame residence with 1-car garage and the lot sold for \$3700 to \$4000; an identical new home in 1947, \$6000 - \$7000; in 1941, 5-room and bath brick veneer \$6200; in 1947 it sold for \$14000; Based upon the price stated on the building permit, in 1941 a frame new house cost \$1,000 per room - plus \$150 for a 1-car garage; \$1200 per room for brick veneer. In 1947 - identically the same houses -- the cost had jumped to \$2000 per room for frame houses, and from \$2500 to \$3000 per room for brick veneer. (In 1940-41 most new homes in Mansfield were frame; in 1946-47, due to the shortage of siding, brick veneer). Practically all new homes built here have full basement.

The big jump in cost began in 1946 when wages and the cost of building materials started to sky-rocket.

To supplement the above data I insisted that contractor-builders with whom we were doing business bring in, for checking, every single bill for materials and itemized labor tallies list of all workers, hours worked, rate of pay . . . every penny of cost for new homes on which we were placing mortgages . . . There was no mistake about it - identically the same house - same materials - same workmen - cost twice as much in 1947 as it had in 1941. Now for the \$64 question: "What has caused this tremendous increase in cost - from \$1000 to \$2000 per room for frame houses;

and from \$1200 to \$2500 and up per room for brick veneer.

Trying to get the answer reminds me of a game we played years ago: whoever was "IT" started the game off by walking between two rows of contestants, saying So and So had done such and such and "blamed it on No. 1"; No. 1 quickly replies: "Who sir; me sir?" "Yes sir; you sir!" "No sir; not I sir", "Who then sir?" "No. 6, sir". Number 6 promptly makes the same disclaimer and blames it on No. 9, "Sir" . . . and so on.

Addressing a convention October 8, 1947 Lee F. Johnson, executive vice-president of the National Public Housing Conference declared:

"Labor costs cannot be blamed honestly for the tremendous rise in housing costs today; of course there has been an increase; there must be; but the wage increase of building tradesmen is small indeed in comparison to the profits that are being taken all along the line by the privileged interests which are calling the shots in Congress today."

From labor's corner comes the voice of UAW-CIO Vice Pres. R. J. Thomas with an assertion that the jinx on housing was the fault of "organized real estate agents, landlords, mortgage bankers, and black market builders."

(In 1947-8 one room in a 5-room and bath frame house cost as much as an entire 5-room and bath house in 1900).

Mansfield is 73 miles southwest of Cleveland, and so is influenced by the wage scale for the building trades in the larger city. The cost of a new house in Cleveland tops that of any other city. (recent survey)

In the AMERICAN Magazine (December 1947) Nathan Straus, former administrator U. S. Housing Authority, claims that "A gigantic conspiracy of real estate dealers, bankers, contractors and unions is blocking low-cost dwellings" - blaming a "ruthless" lobby in Washington for our housing crisis.

Keeping in mind that on-site labor makes up from 40% to 50% of the cost of a new house, and that wages to labor represent about 15 per cent of the cost of building materials, (28% on lumber, 31% on cement block, 50% on brick) perhaps we should let the facts speak for themselves in the following itemized comparison between the cost of a new home in 1947 compared with an identical new house in 1941.

Excavation: For an average size basement; \$150 in 1941; \$175 or so, 1947; \$235 for a 28x38 size; \$265 for 28x42. A 32x40 basement, outside the city limits, cost as follows: excavation: 233 yds. at .50, \$116.50; septic tank hole, and leech beds, sewers - \$107.50; septic tank installed \$70.00; bulldozer -- 6½ hrs. at \$7 per hr., \$45.50; moving equipment, \$12.00; total \$351.00 (Common labor "pick and shovel" men, working a 6-day 48 hr. week, are making up to \$3500 per year (20 out of 50 such workers for a local firm average \$3000 per year); steam shovel operators, 6-day 48 hr. week, make \$5000 to \$5700 per year - they usually start as "pick and shovel" men. Ninety-nine out of every 100 homes, new or old, in Mansfield, have full basement. Houses built on a slab have a low re-sale value, here.

Cement Block (for the foundation): standard cement block in 1941 cost 11¢ each; in 1947, 18¢ to 20¢ each (Common labor in making them; 65¢ per hour in 1941; \$1.35 per hour in 1947.

Laying the Foundation: (by brick layers) 6¢ each in 1941; 28¢ each in '47; (In 1947, 3 bricklayers and 1 tender (helper) on one job laid 1300 blocks in 3 days (on piece work); on per hour pay, would ordinarily take a full week).

Brick: It takes 10,500 brick for an average-size 5-room house; in 1947 it cost \$84 more for that many brick than in 1941. (Increased cost of brick due to various factors: in 1941 -- it requires 1600 lbs. of soft coal to make 1000 brick - soft coal cost \$3.85 per ton; in 1947, \$8.20 per ton. Brick-making machine cost \$4500 in 1941; \$9000 in 1947).

Laying the Brick: Great Britain's bricklayers were attacked recently in the House of Commons by one of the Labor Cabinet ministers for slow work which, he asserted, was closing down brick-yards and holding up the Government's housing program. If he thinks English bricklayers are slow, he should come over to the United States, and take the first train for Mansfield. A friend of mine (in his sixties) can recall when Jake Strohminger and Henry Martin - working side by side - used to average 1800 brick each per day. In 1932 a Mansfield contractor and his son, as bricklayers, laid 1500 brick each per day, on a 13-inch wall - outside and inside brick - piers every 12 feet.

The per hour pay rate for brick layers is only a partial guide to their real earnings. In estimating the brick-laying cost they charge the contractor a flat total square footage price without allowing contractors a deduction for doors and windows.

"On that brick veneer house you finished the other day," I asked a contractor recently, "how many bricks were laid per man per day?" "380", he replied. Piece-work, it costs a contractor \$72 per thousand to get brick laid; the brick themselves cost \$32 per thousand. By directing the work of 3 or 4 other bricklayers, in addition to working himself, an alert bricklayer can add \$4 to \$5 per hour to the regular pay, bringing his day's earnings up to \$50 or more - which may have prompted this "dig" in a Connecticut house organ:

Bricklayer: "I'd like to work here, but I can't find a place to park my car."

Foreman: "I'm afraid you won't do; we want only bricklayers with chauffeurs."

In the Fall of 1946 it cost \$820 to get the brick laid on a brick veneer bungalow on Home Avenue; on an identical house, in the Fall of '47 the cost was \$1144 - an increase of \$324 or 40% . . . the contractor lost \$1000 on the house. Needing more bricklayers on one of Mansfield's new school buildings, the contractor secured a number of them from Shelby - 12 miles away - at the regular scale plus \$2 per day portal pay; when the Mansfield bricklayers heard of this arrangement, they demanded (and got) the \$2 per day portal pay themselves.

Bricklayers charge homeowners more than they do a contractor; one of our customers - building a new home - told me the other day that a bricklayer wanted \$105 for laying 1,000 brick; other bricklayers were reported wanting \$130. Many of the local bricklayers work their regular 5-day week for a contractor (who doesn't want to add to his already high cost by paying time and a half for Saturday) and then work Saturday - sometimes Sunday - for homeowners.

Lumber: Life-long lumber men will tell you that lumber - considering the risk, danger, capital and work involved - has always been underpriced. Recently it has overcome that handicap. Take some comparative figures:

In 1941 Yellow Pine 1x8 siding cost a lumber dealer \$26 per 1M board ft.; in 1947, \$83; in 1941, 2x4 No. 3 Y. P. \$19 per M; in 1947, \$53. Dimension lumber currently costs the contractor \$130 per M. In 1941, 2-foot flush birch doors sold to contractors at \$6.50 each; in 1946, they brought \$11 each, and in 1947, \$22 to \$25 each. In 1941: window frame unit, \$7.50; 1945-46, \$10.50; 1947, \$19.00. Is it any wonder that the lumber bill (to a contractor) for a 4½ room frame house in 1947 was \$2450.00 compared with \$950.00 for an identical house in 1941. Selling price of the 1941 house was \$5500; of the 1947 house \$9250.00.

A feature article in November 21/1947 issue of United States News under the heading "Slow Labor - Costly Building" lists the drop in productivity of the various Building Trades workers - an estimated 38 per cent

Note: While a large percentage of dimension and other lumber used in building new homes in and around Mansfield was yellow pine from the South during 1941-1948 beginning about 1953 (see page) most of it began coming from the West.

99% of the lumber used in building new homes in Mansfield comes from the South - mostly Southern Pine. Due to increasing sparcity of timber stands it is claimed that currently 34% more labor is required to produce 1,000 board feet of Southern Pine as compared with 1953 - at which time the minimum wage for the industry was 24¢ per hour, compared with the present 40¢. Literature from the Southern Pine Association claims that if the minimum wage is raised to the proposed 75¢ figure* the straight time labor cost alone would amount to more than the finished product sold for during much of the time between 1919 and 1946. The small mills, producing 66% of the Southern Pine had a return on sales of 5.15 in 1942; 0.7 in 1943; deficits in 1944 and 1945. Transportation costs on Southern Pine from Mississippi to North Central Ohio have increased 39% as compared with 1941. In 1941 direct labor cost per 1M feet was \$9.53; in 1947, 24.78.

The present level of prices for both finished and unfinished lumber is nearly 3 times as high as in 1941.

*Testifying before a House Labor sub-committee in November 1947, Isador Lubin, former Commissioner of Labor Statistics, favored increasing the minimum wage to 75¢ per hour; he said the lumber industry was one of the targets - estimating that the 75¢ rate would add \$325,000,000 to factory pay rolls - that concerns which couldn't pay that much had better go out of business.

He should also have stated that the proposed increase to 75¢ would add to the cost of new homes, since the lumber industry, as practiced in the South, does not lend itself to mechanization to take care of increased labor cost.

Plywood: When first placed on the market, plywood was advertised as a great cost-reducer. Although now being produced in great quantities, in 1947 it cost $3\frac{1}{2}$ times as much as in 1941 ($1\frac{1}{4}$ " fir plywood 7¢ a square foot in 1941; 9¢ in 1943 and 25¢ in October 1947. Douglas Fir Plywood Association offers this explanation: log prices: Number 1 Fir "peelers" (from which plywood is manufactured) were selling at \$38 per M in 1941 (No. 2 at \$31); in 1947 the price for No. 1 had gone up to \$65 (and No. 2 to \$55) - these being prices for logs along the Columbia River at Portland, Oregon. The average hourly wage paid to plywood factory workers today - not including overtime - is \$1.55 which includes vacation pay and other extras not provided for in 1941; the minimum wage in plywood plants in 1947 is \$1.38 compared with $67\frac{1}{2}$ ¢ in 1941.

Hardwood Flooring: First grade oak per 1M feet; in 1941, \$70-\$90; price in 1947, \$200 and up; some lots, \$250, and in a few instances, \$350.00. One contractor who paid \$70 per M for No. 1 grade oak flooring in 1941, reports paying \$275 per M for No. 2 and No. 3 in 1947.

Not only did I get prices from local lumber yards and contractors, for lumber and other materials, but I also wrote to the various trade associations for an explanation of the sharp rise in the price of their materials.

The following data comes from the National Oak Flooring Manufacturers Association:

"In 1941, the grades of No. 1 Common, No. 2 Common and No. 3 Common Oak normally used in the manufacture of flooring, were selling at the mill level at \$36, \$32 and \$25; the same grades in 1947: \$98, \$59 and \$48. In 1941, Clear Oak Flooring was selling at the manufacturers level at \$80 to \$83 per M feet; select at \$74-\$77; No. 1 Common at \$70-\$72; the same grades in 1947, \$175, \$160 and \$145 - and up. We say "up" because the price structure in Oak Flooring is very chaotic; older established manufacturers are pursuing a conservative policy with prices at a level to provide only reasonable profits; but there are a large number of new operators who have come into being since the shortage of flooring - it cannot be said that all of their prices are conservative. Due to the scarcity, buyers offer fantastic prices for immediate delivery."

Pre-Fabrication: The high cost of plywood explains in part the failure of pre-fabricated houses to lower prices; a Gunnison home set up in Mansfield, with basement, costs as much as a brick veneer custom-built house of the same size built by a local contractor - namely \$2500 per room. The "LOOK" house, with basement, costs somewhat more than a custom-built frame house of similar size and equipment . . . the same holds good for other "pre-fabs".

Carpenters: Rate in 1941 - 85¢ to \$1 per hour; 1947 - \$1.50 - \$1.75; (pay rate boosted to \$2 in February 1948). Productivity reported better than many of the other building trades, but still down considerably from 1941 when it took 1 hour on the average to fit and hang a door; now takes two hours. Some idea of current cost of remodeling: In November 1947 one of our customers paid one carpenter \$94 for taking out 3 window units and replacing them with new ones (supplied by customer), putting in one door casing and changing the hinges on another door - about 2 days work. Another customer remodeling an old house East of town, wanted a 1-turn circular stair-way built from the first to the second floor (9-foot ceiling); two GI carpenters estimated it would cost \$700 (labor and material).

Plumbing: In 1941 the bath-tub, lavatory, toilet and the kitchen sink, with all the piping, installing and plumbers work for a 4½ room new house with bath, cost a contractor \$375; in 1947, in an identical new house, identically the same equipment - same pieces of sanitary ware, same plumber, cost the same contractor \$850.00. Selling price in 1941 was \$5750; the 1947 house sold for \$11,000. When this same contractor, interested in the Ingersoll utility unit (which would have meant saving \$300 on the house cost) mentioned it to the plumber: "if you put in one of those units," the plumber replied, "you can do your own plumbing!"

Dollar for dollar, local contractor built new homes offer better value than any of the pre-fabricated homes sold so far in this vicinity—though many of the latter are well-designed, and, when new, present an attractive appearance.

Wiring: For a typical 5-room and bath new home in 1941, \$170; in 1947 - approximately \$275 including fixtures in both cases. (Mansfield has both a wiring and a plumbing code).

Heating: Natural gas furnace (5-room house) 1941: \$450; 1947 - \$700. 22" Coal furnace (5-room house) 1941: \$145; 1947 - \$265.00. An oil furnace with air-conditioning (6-room house) 1947 cost - \$1100.00.

Plastering: Plasterers pay in 1941 - 25¢ per yd.; 1946, 45¢; 1947 - 75¢, 540 yards to a 5-room house; on a 5-room and bath 24x42 house recently it took 4 men 2½ days for which the charge was \$300 - divided up as follows: 2 helpers (1 at \$14 per day, the other at \$16; the 2 plasterers (one acting as contractor) \$45 per day apiece . . . for labor only; the materials were extra \$140.50).

Cement Finishing: In 1941 the scale was \$1.25 per hour - pay for an 8-hour day, \$10.00. In 1947, contractors in Mansfield were paying as high as \$50 per day per man to cement finishers - for work on basement floors (the contractor furnishing all the materials). The new scale, 10¢ per sq. foot, where the contractor sets the rail, enables rapid cement finishers, it is said, to make as high as \$70 per day. Cost of ready mix concrete for cellar floors; 1941 - \$9.25 per yard; 1947 - \$11.25 per yard.

Roofing: Asphalt shingles (210 lb.) installed; 5 - room house: 1941 - \$135.00 similar job in 1947 - approx. \$175.00.

Painting: Cost of having a 5-room house painted in 1941 - \$400; in 1947 \$600 and up: One of my neighbors told me it cost \$750 to have his large frame house painted in 1941; in 1947 it cost \$1500 (memo: paint cost \$3.15 per gallon in 1941; \$5.50 in 1947; linseed oil: \$1.35 in 1941; \$4 in 1947). Recently we had the old family home painted; shortly afterwards an out-of-town friend said to my brother: "I hardly recognized the house - looks like a million dollars now." "It should," replied my brother, "it cost that much to get it painted!"

Landlords: The typical landlord in Mansfield is the owner of a single - family home who saves or borrows enough money to convert it into a duplex or two-family dwelling - living in one side and renting the other at a figure which ordinarily will "carry" the mortgage monthly payments. One such "landlord" was in the office this week - a woman bookkeeper; another who comes to mind is a buffer at Westinghouse; another a barber who lives back of me; still another - a widow whose single residence on Douglas Avenue was converted into a 4-family apartment by the Government during the war. A survey would doubtless confirm an estimate that 75% of Mansfield landlords are in the above groups. More homeowners would enter the field but for the staggering cost of remodeling, installing an additional bath-room, etc.

Ninety per cent of the new homes and most of the older ones in and around Mansfield have full basement. A basement costs about \$1,000 for a 5-room house, but is well worth it in terms of heating convenience and re-sale value.

Contractors and Builders: During 1940 and 1941 many of the new homes in Mansfield and vicinity were sold by the contractor who built them, on a "land (installment) contract" with a down payment of \$300 to \$500 - balance about the same as rent. Since building costs were stable then, contractor-builders would go ahead and build 5, 10 or 20 new homes - without having an order for a single one: when finished (in 60 to 90 days) sell them on land contracts. Today however, building costs are uncertain; contractors can't take the chances they did in 1940-1941. In most cases now they demand an order before starting, and proof of satisfactory financing.

The following are actual experiences:

Contractor "A": During 1940 and 1941 built 25-30 new frame houses per year (4-rooms and bath, 1-car garage; on 50x130 foot lot; selling at \$3500 - \$4000; took 60 to 90 days apiece - capital invested \$1800 per house as the turnover was rapid; practically all of these new homes were sold on a "land (installment) contract", with a down payment of \$300-\$500; mortgages were secured by the contractor from a local building and loan association.

Resumed building January 1, 1946 - but found that it now took well onto a full year to complete one of the homes (due to every conceivable shortage of materials) requiring a capital investment of approximately \$6000 per house, compared with \$1800 in 1941.

Besides, this same contractor had to invest \$10,000 in machinery and equipment not previously required - including a new truck to drive all over Northern Ohio in search of scarce materials. Today - what with high wages and building materials he has to charge \$6000 - \$7000 for houses of the kind he sold at \$3500 - \$4000 before the War.

Contractor "B" has built scores of the best homes in Mansfield - mostly 5 or 6-room and bath, brick veneer with attached garage on a 50x150 ft. lot selling for around \$6200; that was the price in 1941. Today's price for identically the same houses is \$14000 (he lost \$200 each on the last two he built). With building trades labor making up to \$50 per man per day, he says they are the ones to be building the new houses - since they are making so much more than a contractor can. He'll not build another house with conditions as they are today.

Contractor "C" owns seven building lots in the city on which he could build the same kind of frame houses as in 1940-41 (4½ rooms and bath; 1-car garage); selling at \$4500 - most of them on land contract (installment plan). "Too many headaches in the contracting business today."

Contractor "D" builds mostly frame houses; in November 1945 expected to build 100 new homes per year - but now has decided to complete houses under construction, sell the twenty or more building lots he owns, and quit.

Not long ago I had a little job for cement finishers up at the house - worth in my opinion about \$10. How much do you think they wanted for that half-days work . . . one hundred dollars -- take it or leave it.

And so it goes - one contractor after another curtailing operations, or deciding to sit on the side lines - waiting for lower building costs. During the War, Mansfield contractors who had been building homes for years, naturally were irritated when - in applying for work . . . building soldiers barracks and the like . . . found it necessary to first join the carpenters' Union and pay \$75 initiation fee.

Taxes: Hidden taxes - added into the cost all along the line - are a factor on which no definite figures are available; estimates as to the total on a new 5-room house run from \$1315 up.

Mortgage Making: The unprecedented demand for new homes - largely by GI's - and the inadequate supply have boosted selling prices in Mansfield to fantastic heights - "old dumps" bringing figures no one would have believed possible a few years ago. One result: demoralization of the mortgage field. When the "Greatest Show on Earth" came to our city last Summer, part of their publicity was built around a picture of their leading clown with his pet goose under his arm - the printed matter explaining that said clown came from a prominent financial family in St. Louis; his father wanted him to be a banker, but he preferred to be a clown. Judging from many of the mortgages being put on record at the Court House, this banker-into-clown business works both ways.

A few examples: a cinder block house; 4-rooms and bath; 1-car garage; sold by the builder for \$3550 in 1945; in 1947 sold to a GI getting a \$5300 mortgage. A 4-room and bath frame house; 1-car garage; sold for \$4000 in 1941; June 1947 sold to a GI who got a \$6800 mortgage on it. A frame house on Rae Ave. with a tax value of \$2210; sold to a GI Nov. 1946 for \$7750; he got a 100% mortgage - \$7750: A 6-room frame house with bath; tax value in 1946 - \$2400; a GI secured a VA approved mortgage on it for \$8500.

More than five billion dollars has been borrowed by GI's on some 900,000 loans carrying Government guarantees; let us hope that defaults will continue to be few and far between.

Accompanying the demoralized mortgage market and the high wages of the building trades, there has been a steadily decreasing wage paid for the use of money. On savings of \$5000 and up the current annual interest is in many cases, not over 1%. Not long ago New York banks were considering a plan to charge their customers for keeping savings in the bank's care . . . and not paying them any interest at all!

Those of you who have paid-up life insurance policies realize how dividends have declined these last few years; a personal example: on a paid-up 20 year policy for \$1,000 my dividend for the entire year of 1947 was 34¢ in postage stamps.

In 1948 (according to Roy Wenzlick) the building business was served by 26,110 lumber yards and building material dealers who in turn were served by 3,312 wholesalers. Data shows that lumber dealers sold \$15.6 billion worth of lumber and lumber products in 1948.

Are present prices beyond the reach of prospective buyers? Some families are in position to pay considerably higher prices than in 1941. A goodly number of homes, currently selling at high prices - two and a half to four times what they cost back in the nineteen thirties - provide their original owners with \$4000, \$5000 and up to apply on the purchase of a new home - since most of the mortgages have been paid off in the meantime with high war-time earnings (frequently with more than one wage-earner in the family).

As I was making up the application for a farm loan the other day, the applicant said he had worked in Cleveland during the war. "Jack & Heintz?" He nodded. "Did they really pay those big wages?" "Well," he replied, "I got \$600 per month for three years as a machine shop set-up man; my father-in-law - 63 years old - who lived with us, made \$5000 a year at a sitdown job - reaming burrs out of castings."

The other day a youngish woman came in to apply for a mortgage loan; she was buying, for \$8500, a house built sometime ago; wanted a loan of \$2500. I thought I must have misunderstood her - most people paying \$8500 for a home nowadays want to borrow \$8400 on it. So I asked her a second time -- yes, a \$2500 mortgage was all she needed . . . she had saved the balance of \$6000 working at Westinghouse for 8 years - denying herself almost everything.

Some GIs and other young married

men - with building trades experience - have been building their own homes - usually outside the city limits. One I know of, began work on his new home (6 $\frac{1}{2}$ rooms and bath - brick veneer with attached garage) March 10th last year and finished it - thank God - August 10th - 5 months; he worked at Westinghouse 8 hours a day for the five-day week; and 6 hours a day those same days (besides Saturdays and holidays) on the new home. Fourteen hours a day - a pretty rugged schedule, but he was able to save \$3000 or more on the cost (\$2400 on carpenter work).

Another example in the same neighborhood: 5 $\frac{1}{2}$ rooms and bath, brick veneer; attached 1-car garage; the young man in question put in \$6000 (his savings) laid the cement block foundation, and did most of the carpenter work . . . even so the house cost \$15000 - \$5000 more than he had expected.

A helpful fully illustrated book "Your Home and How to Build It Yourself," by Wayne C. Leckey, based upon the experience of a GI and one helper, was published last year by Popular Mechanics.

Mansfield - with a population of 40,000; 16,000 industrial workers averaging \$60 per week; more than 80% of all residential structures of single family type - is far too small to support large scale builders like Levitt & Sons or John E. Byrne, who require a community of more than 200,000 population for the necessary number of prospects.

Home building has financial and merchandising problems that set it apart from other construction. One of the problems facing contractor-builders is selling the "used" houses taken in trade as part payment in the sale of new homes.

For the most part, we shall have to rely for the construction of new homes on the twenty odd builder-contractors erecting from five to twenty homes each year. During 1940-1941 in Mansfield and the adjoining small suburbs 642 building permits were issued - most of them for one-family homes; for 1946-1947 the figure dropped to 455 - the smaller number probably due to the high cost of a new house.

How Many New Homes Do We Need?

While the pressure has abated somewhat since 1946-47, the city continues to grow; some 20% of Mansfield's industrial workers live outside the city limits; and there are several trailer camps on the outskirts. Since more than 65% of the city's families own their own homes - compared with 51.4 the National average - Mansfield is not likely to endorse a public housing program which would lay additional tax burdens on these home-owners, whose taxes have been sharply upped recently to provide for six new school buildings, a new water supply project and other improvements costing twice the original estimates.

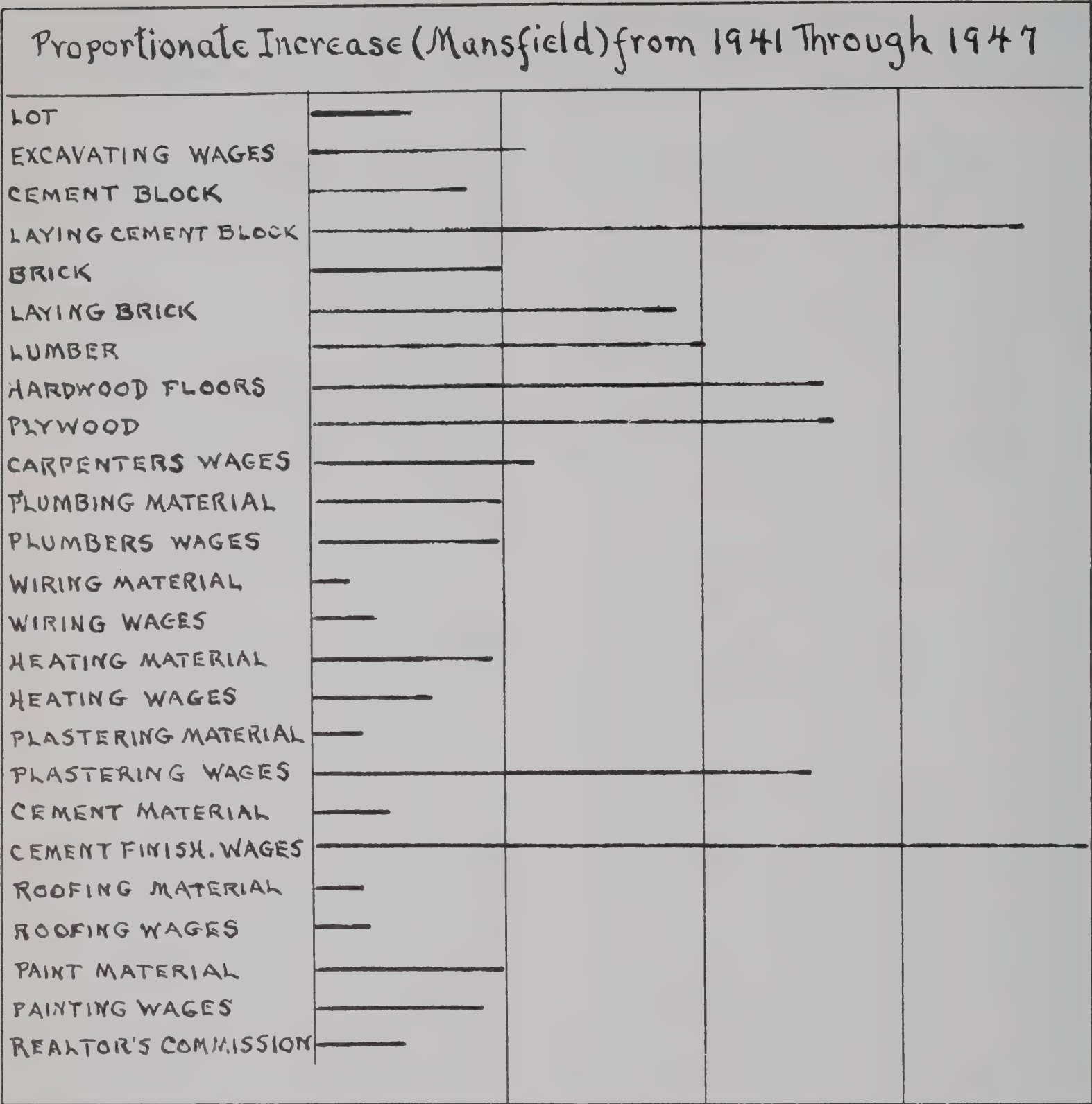
How many new homes we really need is anybody's guess; only a thorough check-up can supply the answer. It is to be hoped that Congress will authorize enumerators for the 1950 census to get the facts on housing just as they did for the 1930 census on radios.

Several years ago, a number of the large life insurance companies entered the large-scale rental housing field. As of May 1948 (Herald-Tribune of June 1) these insurance companies planned to complete those projects already under way, but to wait indefinitely before starting any new ones. Quoting from a study by the Institute of Life Insurance:

"In 1946 Prudential made nationwide surveys with a view to a total investment of \$100,000,000 in moderate rental housing - but at present only about \$5,000,000 has been invested in sites in a number of states with no immediate plans to proceed with these enterprises.

Equitable Life owns the land on which it eventually plans to build a project of about 1,000 apartments, but construction has been indefinitely postponed. Provident Mutual Life of Philadelphia has purchased 105 acres of land in Oak Lane, Philadelphia for a 1,000 apartment housing project, but construction is not planned until building costs come down . . ."

. . . until building costs come down -- that's what not only the large insurance companies, but millions of prospective new home builders and buyers are waiting for.



Above chart is based upon rate of pay - not productivity or amount of work per hour or day. Contractors complain that for a number of the building trades they are paying - as compared with 1941, double the wages for half the amount of work. Actual earnings - including overtime pay - would be considerably higher than indicated above.

Building trades wages were originally based upon a scarcity theory but there has been plenty of work for practically all construction workers since the end of the war. A leading Mansfield builder told me none of his crew lacked a day's work all through the year 1947.

PART TWO

"ADMINISTERED WAGES" In The Building Trades

The newspapers are full of headlines about Committees investigating "Administered Prices." As far as I know, there is no Committee investigating "Administered Wages" - particularly in the Building Trades. The setting up of such a Committee is long over due.

At the moment Senator Kefauver and his Senatorial colleagues are characterizing so-called "administered prices" as the cause of inflation ("administered prices" according to the Kefauver school, being those arbitrarily set by big companies without regard to supply, demand or competition) Price rises during the recession bear out the "administered price" theory, Senator Kefauver argues.

How does the Senator think wages of the Building Trades are arrived at? . . . and does he not know that these wages went up during the recession? . . . just as they have gone up every Spring for over 15 years? The preceding 14 pages demonstrate how building trades wages sky-rocketed between 1941 and 1948. The following pages pick up the story from 1948 through 1958. The reader should keep in mind that home-building - according to Simmons-Boardman's "HOUSING . . . U. S. A." employs annually more than 1,000,000 skilled, semi-skilled and unskilled on-site workers - and indirectly provides additional hundreds of thousands of workers with jobs in affiliated industries. The importance of new housing and its contribution to the national economy were conclusively demonstrated in the recent recession. Quoting from a news item in the

Cleveland Plain Dealer of February 21/1959 under the heading "Urges Housing Cost Study". "The greatest single contribution that Government can make to housing is in the area of research on housing costs" So declared C. R. Mitchell, President of the United States Savings & Loan League, in a statement yesterday. The League executive said a "revolutionary break-through" is badly needed on housing costs, and urged the Government to give more attention to this critical problem . . . The League official warned that housing costs have continued to rise, year in and year out, in periods of prosperity and recession, and that the rise in housing costs has been much, much higher than the rise in living costs generally.

To be sure "HOUSING IN AMERICA" by the Congressional Joint Committee on Housing (178 pages, 1948) furnished valuable information, but had to acknowledge (page 45) as to the trend of labor costs in housing construction, that "We have no information on selling prices of houses which can be related to construction cost." They went on to say (page 46) "the total labor cost of housing, including site construction labor and the cost of industrial labor in producing materials, would constitute about 70 per cent of construction cost."

Millions of General Motors and other workers have increases in wages geared to increases in the Cost of Living: why should not wages in the Building Trades be subject to this same arrangement? What reason - other than increased cost of living - can there be for this already highly paid group . . . the highest paid (with the possible exception of steel workers - in the United States) to have their wages raised still higher?

Since 1949 hourly wages of the building trades have risen 56 per cent - while the Cost of Living went up only 21%. Using the years 1947-49 as the base or 100%, the Cost of Living has been as follows: 1950 - 100.6; 1951 - 108.6; 1952 - 113.1; 1953 - 113.9; 1954 - 115.2; 1955 - 114.3; 1956 - 114.6; 1957 - 118.2; 1958 - 122.3. According to a news article in The Wall Street Journal of February 24th/1959 "Government officials claimed a nine-month record of stability for the Cost of Living index - and predicted more of the same in the coming months . . . Since last April, labor statistics chief Ewan Clague reported, the index was held within a four-tenths of a point range, or 0.3% . . . The outlook for the future, Mr. Clague declared, is for a continuation of the recent pattern of slight movements: "I don't see anything further ahead except small changes up or down" he told newsmen . . .

What about increased productivity - as a basis for higher wages? Productivity is a sore point for many contractors who tell me - that in spite of wages two, three or four times what they used to be, productivity of many building trades workers is a least 30 per cent lower than it was some 15 years ago. Contractors also say they have to spend twice as much time supervising as they used to.

At the moment the United Steel Workers of America are using sizeable newspaper advertisements - among them this one in the Wall Street Journal of February 9/1959:

"MEMO To HOME BUILDERS OF AMERICA: How many new houses can you build for an extra billion dollars? The new homes of tomorrow are built from the increased earnings of today. New-housing acts, increased mortgage money are all spurs to new home sales. But unless the family man and his wife have the necessary down payment, and see their way clear to assuming long-term mortgage debt, new houses cannot be sold . . . The advertisement then goes on to say that 1,250,000 steelworkers with their families are a vast home market - and then invites the Contractor-Home Builders to support the coming drive of the Steelworkers for higher wages - though it does not say so in so many words.

Just supposing that the Contractor Builders support the Steelworkers drive for higher wages; and then one Union after another gets a similar wage increase. These cumulative wage increases would result in higher cost of materials used in building - consequently boost housing costs still higher, and make new houses harder to sell.

The public, accustomed to demands for wage boosts every Spring, and headlines like these: "Building Unions Seek 32½ cents an hour increase," "Plumbers Snub Offer - Strike Enters Its Third Week," "Builders To Get Pay Hike," heard a new sort of proposal from Richard J. Gray, President AFL-CIO Buildings Trades Department, in a keynote address at the Department's Annual Convention, Atlantic City, December 2/1957. Calling upon some 3.5 million construction workers *to forego wage increases in 1958 to fight inflation*, Gray said:*

"Up until now, our sole objective, like everyone else in organized labor, has been to get increased wages to compensate for the increased cost of living. Our efforts in obtaining increased wages have not been without success. Indeed, we have done very well — better than most segments of organized labor.

Shall we continue to strive for and obtain wage increases to compensate for, and I might add, contribute to the increased cost of living and inflation? If we do, will it mean more tight money, more inflation, less construction and more unemployment for our people? Or has the time come for us to reassess our basic policy? I say we have reached such a point. To me, it seems to be a question of stabilizing our wage gains and obtaining full employment through increased production.

First, I propose that all general presidents join in a public declaration of policy calling upon their local building and construction trades unions to notify their contractor associations that they voluntarily forego any wage increase during 1958. In other words, I propose we voluntarily declare a moratorium on wage increases during 1958.

This first step will demonstrate our sincerity of purpose to the nation and other important segments of the construction industry. It will also, I feel confident, lay the groundwork for the second and *most important* phase of my proposal.

I propose the formation of a working committee, representative of the building and construction industry. The objectives of the committee would be to:

1. Obtain maximum construction activity in all phases of the industry, thus adding to the strength of the nation's economy and providing full employment for all building tradesmen.

2. Develop ways and means to reduce construction costs such as increased productivity through the use of new materials and new techniques, etc.

3. Endeavor to obtain a voluntary wage increase moratorium in those supporting industries dependent upon construction, such as cement and lumber and other industries indirectly dependent upon construction such as steel, etc.

4. Bring industry-wide concerted effort upon the federal government to abandon its tight-money policies, to enact appropriate legislation to provide assistance for housing, schools, hospitals, airports and other construction programs; to effect much-needed economies by consolidations in the defence agencies and when feasible to reduce taxes so as to provide more purchasing power to the American public; and

5. Develop ways and means, both public and private, to assure a confident and sufficient money market at reasonable interest rates to fulfill the needs of the construction industry.

As I envision this industry-wide working committee, it would be composed of about 13 top representatives from these segments of the industry:

Three labor leaders, one from the basic trades, one from the specialty trades and one from the department); one each from the Associated General Contractors, National Constructors Association, the Mechanical Contractors Association, the specialty contractors associations, NAHB, architect and engineers associations, NAREB, the savings and loan leagues, the American Bankers Assn. and the Mortgage Bankers Assn.

... As chairman I would suggest a wellknown public figure outside of government and the industry. I also would suggest that the President designate one of his top economic advisors to participate in all meetings as an observer . . .

Will such a committee produce concrete results? This I do not know—maybe yes, maybe no. If this is not the answer to inflation; namely, private enterprise in the No. 1 industry of the country voluntarily attempting to solve the problem, then of some things you can be sure—higher wages, higher prices, less construction, more unemployment—plus eventual government wage and price controls.

It is not easy for me to stand up here and advocate a one year moratorium on wage increases. I am well aware of the magnitude of the sacrifices such a policy means. This is, to say the least, a most unorthodox policy for a labor leader to propose. However it may differ from the views of others, I think I am right."

*January 1958 issue of HOUSE & HOME

As reported in January 1958 "HOUSE & HOME": "Rodney Lockwood, past president National Association Home Builders, (the only builder on the program) who followed Gray, stressed in his talk to the convention, Gray's recognition of productivity. Asking union help in cost-cutting, Lockwood said:

"We have got to give serious and urgent thought to ways and means of increasing the productivity of our on-site workmen . . . It is true it will probably reduce the number of hours of labor on each job-site, but I contend that in the long run it will mean more manhours of work because of the larger market we will enjoy."

Repercussions of Gray's moratorium proposal: this news item from The Cleveland Plain Dealer of December 3/1957:

"A 10% decrease in building costs was forecast here last night, should building trades unions voluntarily give up seeking wage increases next year. Estimating the lowered building cost was William J. Hunkin, Vice President and negotiator for the Building Trades Employers Association. "We'll pledge ourselves to meet the building trade workers more than half way, if they agree as ask for no increase . . . If the locals go along, I know it would mean an accumulative decrease of 10% in building costs."

Bricklayers, plasterers and cement finishers of Fremont, Ohio, on February 27/1958 took Gray's advice, saying "this is not the time for wage increases" and extending their present pay scales for another year (the only example I've heard of).

In spite of the fact that since 1949 hourly wages of the building tradesmen have risen 56% while the cost of living went up only 21%, Mr. Gray's moratorium proposal got almost no support from labor; Presidents of most of the 19 unions in the ALF-CIO Building Trades Department, quickly repudiated the wage freeze proposal. George Meany, President of AFL-CIO, took Gray to task before the building trades conference and commented: "There is no reason to conclude that a wage freeze at this time would be advantageous to anyone except the employers."

Walter P. Ruther, former president of CIO and now chief of AFL-CIO Industrial Union Department and of the United Automobile Workers, took a similar view. Other AFL-CIO spokesman called the Gray wage freeze proposal "perfectly ridiculous". But, outside organized labor, many in business and public life defended it as "a statesmanlike approach."

AFL-CIO's wage-policy resolution, adopted unanimously afterward, called for improvement in wages, salaries and fringe benefits "to bolster present inadequate consumer buying power, and restore needed national economic growth." It also set as a goal the "reduction of hours of work with no reduction in take-home pay." And it flatly rejected any wage freeze.

COSTS AND PRICES OF NEW HOUSES SINCE 1948

In general: while many of the new homes have been 1-story ranch type, in the last few years an increasing number of 2 or 3 story homes are to be found - mostly in the thirty or more new Allotments surrounding Mansfield, Laying out these Allotments - on what was previously farm land - has boosted the selling price of such farms from \$50 per acre to as high as \$1,500 or more per acre. Another recent development: the increasing use of aluminum siding.

A Comparison Between 1948 and 1958

	1948	1958
Building Lot	\$ 750.00	\$1,500.00 & up
Excavation (bull-dozer - per hour)	7.00	12.00
(moving equipment to job)	12.00	25.00 & up
Cement block (for foundation)	18 to 20¢	28 to 30¢
Laying brick	\$72 per M	\$90 to \$150
Lumber (window frame units)	\$ 10.50	\$32 to \$42
Dimension lumber: 2x4, 6, 8"	130.00	140.00
Dimension lumber: 2x10 & 12"	140.00	150.00
Hardwood Flooring - costs less today than it did in 1948 . . . the war time shortage was still in effect in 1948 - forcing prices up to fantastic figures.		
Asphalt shingles (for roof) cost per square	8.00	8.00
cost, installed, 5-room house	175.00	175.00
Lumber bill - for 4½ room house	2,500.00	3,500 - 3,800
Plumbing (including bath-tub, lavatory, toilet and kitchen sink, all the piping and installation work)	850.00	1,350.00
Wiring (5-room house)	275.00	475.00
Heating (5-room house) Natural gas furnace	700.00	900 - 1200
Plastering (5 room house) cost per sq. yd.	75¢	1.35
total	300.00	583.00
Painting (5 room house)	600.00	850.00 & up
Carpenters (per 40-hour week)	80.00	130.00
Cement Finishing (per 8-hour day)	50.00	84.00
26x40 basement		

FACTS AND FIGURES ON PRESENT DAY NEW HOUSES

In Mansfield (population 50,000) and vicinity (approximately forty new Allotments having 50 to 250 or more lots each) present prices for new houses are about as follows - depending on location:

26x40 Ranch Style Frame House (arranged as 4-rooms and bath - a 2-bedroom house; or as 5-rooms and bath - a 3-bedroom house of the same size); double construction, hardwood floors; not including garage or lot: approx. \$13,500

Add for 1-car garage..... 1,000

Add for 2 -car garage 1,700

Above price is based upon wood siding, with 3 coats of paint. At present nearly 70 per cent of new frame houses hereabouts have aluminum siding. It costs the contractor more than wood siding, but since wood siding has to be treated with 3 coats of paint (1 priming and 2 finishing), and aluminum siding comes with 2 coats of enamel baked on - requiring no painting - Mansfield contractors are supplying aluminum siding at no extra cost.

26x40 and with more elaborate equipment runs from \$18,000 up to \$50,000 or more -- depending on location.

For a 26x40 brick veneer, add to above about \$1,500. For a fireplace with stone interior, add \$600. Add for built-in oven and burners, \$400. Homes in Mansfield and in many of the surrounding new Allotments are heated by natural gas; such equipment is included in above basic price. Electricity is used for heating some of the new houses.

In 1948 a great deal of dimension lumber (2x4's etc.) came from the South (Yellow Pine). Since 1953 more and more of it comes from the Pacific Coast (Washington and Oregon Douglas Fir) - with some White Pine from Northern Michigan, Wisconsin and Minnesota. The freight on lumber from the Pacific Coast constitutes about 1/3d of the delivered price to Mansfield contractors.

The cost of a lot runs from \$750 up. In some of the well-located new Allotments surrounding the city, the price of a half-acre lot would average somewhere in the neighborhood of \$1500. More and more new houses on good size lots have double garages. The price of new houses larger than

As far as I can discover, every change in new home construction demanded by the Building Trades has been in the direction of higher cost by requiring more labor. One would welcome a report on the annual convention of the AFL-CIO Building Trades Department to the effect that all members of the Building Trades would, in the future, bend their efforts toward building better new homes at the same or lower prices. Millions of dollars are piling up in Loan Association and Bank savings accounts; a sizeable portion would be used to buy or build new homes if prices were stabilized or somewhat lowered. More new houses built would mean larger total yearly pay for every member of the building trades.

While labor organization speakers blame Loan Associations and banks rather than high building trades wages, for present high prices for new homes, they never supply any figures to prove their claim, for a very good reason.
(see below)

Money works for wages - interest paid on mortgage loans, for example. From Bible times down, the "big bad wolf" has been the money lender. What would an old-time melodrama do without the cruel loan shark, about to foreclose the mortgage? So one is not surprised to find R. J. Thomas some years back, placing the blame for the housing shortage on "organized real estate agents, landlords, mortgage bankers,* and black market builders." In a letter to the Mansfield NEWS-JOURNAL Readers Forum, March 23/1954, the Business Manager of IBEW No. 688 AFL makes the following claim: "Construction costs continue high because of financing charges paid to bankers, not labor costs." In my reply I pointed out that "the cost of building materials has leveled off during the last two years (dimension lumber and hardwood flooring cost the same as in 1948; plywood is down 40% in price compared with 1948-9). Why should not the wages of the building trades also level off? There is no justification for an increase at this time - the cost of living is tending downward.

So it is to be hoped that these well-paid workers - instead of pressing for an advance in wages, will accept the invitation of the National Association of Home Builders, made February 6 in Washington: "We would welcome any action by the AFL Building Trades Unions to reduce the cost of housing."

*Bankers seem to be getting it from

all sides. Frank Lloyd Wright said recently: "American cities are merely places for bankers and prostitutes"). In his article in The American Magazine for December 1947, Nathan Straus, former Administrator, U. S. Housing Authority claimed that "A gigantic conspiracy of real estate dealers, bankers, contractors, and unions is blocking low-cost dwellings." He also says "The Building & Loan Associations and Mortgage Banks view the Taft Bill with intense alarm, because it would make lower interest rates available to millions of Americans in buying homes."

What are the facts about mortgage loan interest rates? Fifteen years ago - before the passage of the GI Bill of Rights - the prevailing rate of interest on mortgage loans in Mansfield - and in the United States generally - was 6 per cent per year. That was in 1944. In 1959 the prevailing rate on mortgage loans in Mansfield is 6 per cent per year. If the rate of interest on mortgages had doubled or trebled - as have wages of the building trades during that time, - the mortgage loan interest rate would now be 12% or 18% - instead of six per cent!

Cheap wages for money is a carry over from the Depression theories of England's John Maynard Keynes, who, I believe is responsible for this reversal of the old idea: "It is better to have loaned - and lost - than never to have loaned at all!"

"ADVERTISING FOR SAVINGS" (Remarks by H. Kenneth Dirlam, Secretary Mansfield Building & Loan Association, at Spring Meeting of District 9, Ohio Savings & Loan League; Mansfield, May 11, 1954)

Since the in-flow of Savings will probably be smaller for 1954 than for either 1952 or 1953, there will accordingly be sharper competition among savings institutions . . . with a temptation to offer greater and greater inducements. So this seems an appropriate time for discussing ways and means for acquiring new or additional Savings Accounts.

(1) One way -- more interesting advertising (financial advertisements as a rule tending to be a bit stodgy).

(2) We might follow the example of some associations and make a drive for juvenile accounts. On page 142 of the current issue of "BANKING" you will find an advertisement: "School Savings Systems That Assure Success" EDUCATIONAL THRIFT SERVICE; 22 Park Place New York (7) "School Savings At Its Best" The question arises: "*How young do you want to catch them?*" You might go the limit and start "Pre-natal Savings Clubs".

(3) Another way - hardly open to most of us - would be to take over another association - as they have been doing in Cleveland - and thus secure a sizeable volume of savings accounts - ready-made.

(4) One of the most provocative recent developments - the growth of "Give-Away" advertising - stimulated by radio and TV shows. The idea itself isn't new . . . Elbert Hubbard used it 50 years ago in soliciting subscriptions for the "PHILISTINE": "A years subscription to The PHILISTINE is \$1 (12 issues, one each month) including health, love and success vibrations send daily to each subscriber".

But is "Give-away Advertising" suitable for use by a Building & Loan or Savings

& Loan Association? Judge for yourself by some recent examples:

- (a) In 1952, a Chicago Federal Savings & Loan Association "to entice depositors to its new million-dollar building (quoting a clipping from The Wall Street Journal) offered as "gifts" a \$4.95 ball point pen for a \$25 entry; a 26-piece silver plated flatware set for a \$1,000 deposit; and a \$34 clock-radio if a \$5,000 account is "opened". Take your pencil and do a little figuring; if that Association's rate on savings was 2% at the time, *this \$34 clock-radio represented an extra 33% the first year.*
- (b) Coming closer home: In the Cleveland Plain Dealer for December 30, 1953, one reads, in the advertisement of a certain Federal Savings & Loan Association, announcement of the following "gifts" during opening week of their new branch on the West Side: "Accounts of \$25 to \$999 - scissors and shear set - gold plated handles; \$1,000 to \$2499 - West Bend Electric Automatic Coffee Maker, 8 cups, bright colored aluminum; \$2500 to \$4999 - General Electric Steam Iron; \$5,000 or more - Anniversary Gift Clock Radio - "Wakes you up to music."
- (c) In a similar situation, another Federal Savings & Loan Association, in Ohio for an entire month's advertising, featuring the opening of their new branch, not only offered "gifts" similar to the above for new savings accounts, but *added* five "weekly guessing contests" with prizes valued at \$200 and up. (Result: the withdrawal of half a million dollars from 3 local banks and 2 Building and Loan Associations).

Footnote: "Give-away Advertising not only cheapens any campaign for increasing business, but is also unfair to present customers.

And now - as they say on Radio & TV - we switch you to Florida. My brother sent me this newspaper clipping from the St. Petersburg TIMES of February 21 (1954) telling about the personal appearance of TV pianist LIBERACE and his brother George at the opening of the Coral Way branch of The First Federal Savings & Loan Association (Miami) - from which I quote:

"STAID BANKERS APPALLED: 10,000 Struggling Women Fight To See LIBERACE. Traffic was tied up for blocks . . . A veteran police sergeant, asked to estimate how many people were there, snapped: "Damned few; but there were about 10,000 wild animals there". Some of the bank officials were appalled; one kept shouting over the heads of the pushing women: "Stop it - are you crazy?"

A page from the Miami HERALD of the above date shows a picture of "Women, Women Everywhere" and goes on to say that "a battery of 20 tellers opened savings accounts as fast as they could for people who wanted LIBERACE'S autograph in their pass-books". (end of quotes) A friend of mine, Mrs. R., resident of Miami, who hadn't read the advertisements - seeing the long line of determined women, thought there was a "run on the bank!"

WHAT NEXT? Sandwich Men on the streets - or Barkers out in front, with their "H-u-r-r-y!" "H-u-r-r-y!" - or even "Pullers-In" like those employed years ago by cheap clothing stores on the Bowery in New York. Benjamin Franklin has always been the patron saint of THRIFT advertising. Are we now going to change over to *P. T. Barnum*?

The examples cited above may not be illegal, but they are certainly *unethical*, and are in direct violation of Section 5 (a) of the Act of Congress setting up authority for the establishment of Federal Savings & Loan Associations, from which I quote: "In order to provide mutual thrift institutions in which people may invest their funds and in order to provide for the financing of homes . . . the Board is authorized to provide for the organization of Federal Savings & Loan Associations, and to issue charters therefor, *giving primary consideration to the best practices of local mutual thrift and home-financing institutions in the United States.*"

Notice that it says "best (not worst) practices." Recognizing that such off-color advertising as the examples cited above, should be brought to a halt, The Home Loan Bank Board in Washington have taken action in the form of "Resolution 6988, dated March 16, 1954 "Limitations with Respect to Promotional Operations and Advertising" Section (a) provides that "No insured institution shall give away, offer, promise, or obligate itself to give away for the opening of, or increasing the amount of, any account of an insurable type, any gift, premium, or other reward that has a monetary value in excess of \$2.50 . . . (b) It prohibits any insured institution from advertising its rate on savings more than 50 miles from its main office.

Such a corrective measure should, in my opinion, have the support of the Ohio Savings & Loan League; and so I move that District No. 9 go on record as in favor of this proposed new Regulation by the Home Loan Bank Board. (Motion seconded and carried - unanimously).

Footnote (1958): The extreme in advertising connected with housing was reported in House & Home for October 1958 - referring to the promotion activities of a certain California contractor-builder: "To sell the no-down payment houses at . . . Village, he spent \$210,000 on a dramatic sales and display center - then booked big name entertainment to lure the crowds. Hollywood stars and other celebrities performed in a band shell next to the sales-display pavilion (on hand the first four week-ends: the Marx Brothers, King Sisters, Gogi Grant, Harry James, Alvino Rey). Bathing beauties modeled beach fashions around a swimming pool which is built into a platform beneath a giant highway billboard. (Among the beauties on the opening day - Miss U. S. A.)

MORTGAGE TRENDS

or

"I Worry and Wonder"

At Spring Meeting District #9 Ohio Savings & Loan League; May 6/1955.

The Life Insurance Companies can tell you what is the life expectancy of the average baby born in 1955 - 62 years and 4 months; but what is the life expectancy of the average *new home* being built in 1955? *Nobody knows . . .* A good guess could be made if all of today's new homes followed "Savings and Loan Construction Standards . . . For the Preservation of Mortgage Security" published in 1941 - the last normal year before new home costs began to skyrocket. This 1946-7 inflation in new home costs and its continuing upward trend in the meantime, has strongly influenced construction techniques and mortgage loan practices; *and has been pushing us around ever since!*

As unofficial advisor to the Mansfield Veterans Housing Committee, in 1947-8 I made a housing study "WHAT MAKES A NEW HOUSE COST SO MUCH?" In gathering material for it I was astounded at the increase in building trades wages (1947 compared with 1941). For example:

In 1941 a bricklayer got \$10 per 8-hour day, and in that time laid 1,000 brick; in 1947, \$120 for laying 1,000 brick - which took about 3 days; cement finisher's pay: 1941 - \$10 per day; 1947, \$50 to \$60 per day; plasterers: in 1941 - \$10 per day; in 1947, up to \$45 per day; cost of laying cement blocks - 6¢ each in 1941; in 1947 - 28¢ each . . . And so on.

The cost of building materials went up sharply too: a few examples:

Hardwood flooring jumped from \$70 per 1M feet for first grade oak in 1941 to more than \$200 in 1947; ply-wood cost 3½ times in 1947 as in 1941; in 1941 the bath-tub, lavatory, toilet and kitchen sink, with all the piping, installing and plumbers work for a 4½ room new house cost a contractor \$375 - in 1947 the cost was \$850; yellow pine siding, which in 1941 cost \$26 per 1M feet, jumped to \$83 (price to contractors) in 1947 . . .

Veterans couldn't hope to finance new homes built at these sharply increased costs, with a *six* per cent mortgage (the prevailing rate then) so in the GI Bill of Rights Congress limited the rate to *four* per cent on insured loans to veterans.

In an effort to by-pass the sharp increases in cost, various shortcuts were resorted to: 32 instead of 16 inches on centers for studding; the use of glorified wall board (instead of siding) for house exteriors; elimination of corner bracing and bolting the sill to the foundation; use of ply-wood for practically the whole house; skimping on spikes and nails; dry walls instead of 2 coats of plaster; omitting the basement and building the house on a concrete slab, with the risk of cracking if filled ground below it *settles*.

Footnote (1959): In his press release of February 20th/1959, C. R. Mitchell, President United States Savings & Loan League - in urging a cost study of housing, made this comment: "Up to now the principal and almost exclusive interest of government in housing has been in connection with home mortgage credit . . . lowering down payments, lengthening maturities to 30, 35 or 40 years." This calling upon Loan Associations and other lenders to "take up the slack" due to the impact of higher and higher building trades wages upon new home costs has recently led to what is called the "Top Twenty" Plan - to encourage lending institutions to make 90% of appraisal value mortgage loans - with the top 20% insured.

MORTGAGE TRENDS - Continued

Under the GI Bill of Rights - not only a lower rate but also a longer time to pay off the mortgage (20 years instead of 12) later raised to 25, and in the 1954 Housing Act extended to *30 years and no down payment*. More unsound financial legislation would be difficult to imagine. *What next?* "Kathleen Mavourneen" Mortgages? - You know how the song goes: *"It May Be For Years, And It May Be Forever."*

No wonder this "30 years and Nothing Down" has been sharply criticised: by Roy Wenzlick, for example, (an authority on real estate) "Congress seems possessed with the idea that every man should own a home, regardless of whether he has a down payment or will live long enough to pay off the mortgage." Cornell Professor Herrell DeGraff calls it "Mad-man financing." J. Howard Edgerton, President U. S. Savings and Loan League: - "People are getting housing loans too easily, with too little down, and for too long a time."

Fortunately the President's Advisory Committee on Housing Policy, at a recent Round Table meeting with representatives of the U. S. Savings and Loan League, National Association of Real Estate Boards, The American Bankers Association, National Association of Mutual Savings Banks, National Savings and Loan League, Mortgage Bankers Association, Life Insurance Association, National Retail Lumber Dealers, Pre-Fabricated Home Manufacturers (as reported in the March issue of HOUSE & HOME) take a stand against this no-down-payment foolishness:

"No builder should be able to get Government help on his financing unless he stands to lose some of his own money

first if his judgement on the house proves wrong. No buyer should be able to get Government help on his financing, unless he stands to lose some of his own money first, if the house be a bad investment. No lender should be able to get insurance on his loan unless he stands to lose some of his own money first if his judgment proves wrong and the loan is defaulted."

* * *

In the meantime we are all making mortgages like mad; the magazines and newspapers are full of articles like the one in BUSINESS WEEK recently (issue of April 30th) "The Rush For New Homes", "*Houses going up in a day*" - (about wall panels and roof trusses) *but not one word about their being good mortgage risks*, and nothing whatever about *re-sale value* -- which on some of these "new look" homes is frighteningly low.

Probably you have noticed, in the business magazines, an advertisement for SEEBURG Background Music Service: Loan Associations are listed as likely prospects. Of course most of the records are intended to soothe your customers as they are signing a note and mortgage. It might be well however, to have a few for the ears of *Management*; so that when you are tempted to make *long* term mortgages on *short* term houses, the message of this particular record I have in mind, will put you straight again. I brought a record player and the record along - so you can hear all the verses. As you may have suspected it is "THIS OLE HOUSE" by Stuart Hamblen (RCA VICTOR Record No. 20-5739).

"This ole house won't last
much longer . . . "

Footnote (1959): The various measures taken or proposed for lengthening maturities and increasing the size of mortgages (in an effort to counter balance the effect of higher building trades wages upon new home selling prices do not take into account the fact that the lender must have a reasonable margin between the value of the property and the size of the mortgage - when new, and as the house grows older.

"ARE THE FIRST 125 YEARS THE HARDEST?"

(At Spring Meeting District #9 Ohio Savings & Loan League: May 3/1956)

This year we celebrate the 125th birthday of "Own Your Own Home" in the United States. The Idea originated in England 50 years *earlier* - as you can see from this letter and accompanying photostats from F. J. Patrick, City Librarian, Birmingham, England. Quoting . . . "Five Building Societies were founded in Birmingham between 1780 and 1800; a sign of the rapid spread of housing . . . Our Reference Library possesses an extremely interesting manuscript, the Articles of The AMICABLE BUILDING SOCIETY, agreed upon at the "Swan and Two Necks" - Joseph Osborn's tavern on Ashton Street. A photostatic copy is enclosed."

The Preamble: "ARTICLES OF AGREEMENT: Intended, made, concluded and agreed upon this 31st day of October, 1781: *Whereas* we, whose names are hereunder written and seals affixed, do mutually agree to enter a Society which shall be and is hereby called The AMICABLE BUILDING SOCIETY - *to build as many houses as this Society shall consist of shares* . . . Slightly more than a month later, December 3/1781, the following advertisement appeared in Aris's Birmingham Gazette: "Proposals for establishing a SOCIETY FOR BUILDING whose plans include not only *having houses built for subscribers*, but also a land purchase and street development program . . . Meeting Place: "The Fountain" (Tavern) in Cheapside . . ."

The AMICABLE BUILDING SOCIETY and the BIRMINGHAM SOCIETY FOR BUILDING, both organized 175 years ago, are ancestors of all the Building-Savings and Loan Associations in the United States. Fifty years later, in 1831, the first Building & Loan in America was organized at Frankford, Pennsylvania

(near Philadelphia) patterned after the English Building Societies. Its name: "The OXFORD PROVIDENT BUILDING ASSOCIATION" - "An Association to enable contributors *to build or purchase dwelling houses*." Like English predecessors, it was organized and held its meetings at a tavern (Thomas Sidebotham's). However, instead of the stipulation - "That each member spend two pence for drinks each meeting night" -- as required of members of the Amicable Building Society - this warning: "Trustees will be fined 25¢ for appearing at a meeting in an intoxicated condition."

First Home Loan Mortgage in the United States: At its meeting April 11, 1831, the Oxford Provident Building Association granted a mortgage loan of \$375 to one Comly Rich, on a residence now known as 4276 Orchard St., Philadelphia. Unfortunately he set a bad example for future mortgagors - for he was frequently fined, from 1831 to 1836, for failure to pay dues and interest (probably had the same ingenious excuses for getting behind, that have been handed down from one generation of borrowers to another).

So much for the background of HOME LOANS: what about SAVINGS? As might be expected, the world's first *savings* bank was organized by a *Scotchman*: Rev. Henry Duncan, Dumfriesshire; date: May 10/1810. Place: Ruthwell, a little town in Scotland . . . This, and all the other early savings banks were established and conducted by *ministers* -- deposits being received regularly on Sunday nights. Perhaps the contrast - the earliest Building and Loans in *taverns* and the first Savings Banks in *churches* accounts for the "holier than thou" attitude of certain financial writers and speakers.

Footnote: Both the early Building Societies and the first Savings Banks were by-products of the co-operative groups organized in England and in Scotland beginning about the year 1750. Of these co-operatives the so-called "Friendly Societies" were very prominent. The "Amicable Building Society" gets its name from the Latin word for "Friendly."

P R O P O S A L S, for establishing a
S O C I E T Y for **B U I L D I N G**,
 On Land belonging to **WILLIAM JENNINGS, Esq.** to
 continue certain Streets in the Hamlet of DENITEND,
 called **BEAUFORD-STREET, ALCESTER-STREET,**
LOMBARD-STREET, MOSLEY-STREET, BIRCH-
ALL-STREET, and CHESAIRE; and open certain new
 Streets, to be called **RIVER-STREET, and LOWE**
BRIDGE-STREET.

I. **THAT** the Subscribers shall, on the Evening of the
 first **MONDAY** in every Month, meet at the **FOUNTAIN**,
 in **CHESAIRE**, and pay into the Hands of a **Treasurer**
 (to be appointed by the Society) Half a Guinea on every
 Share, for the Purpose of raising a Fund for carrying this
 Scheme into Execution.

II. That a Committee of Seven Proprietors shall be ap-
 pointed annually by the Subscribers, under whose Direction
 the Business of the Society shall be carried into Execution.

III. That each Subscriber for three Shares, shall have
 one or more Houses built, of the Value of Two Hundred
 Guineas; and each Subscriber for two Shares, shall have
 one or more Houses, Value One Hundred and Forty
 Pounds; and each Subscriber for one Share, shall have a
 single House, Value Seventy Pounds.

IV. That the Rents and Profits of the said intended
 Buildings be paid into the Hands of the Treasurer, and
 added to the general Fund or Stock.

V. That the Committee shall have power to contract for
 the Leasing of the Lands intended to be built upon, in such
 Proportions as they shall think proper, and for such Terms
 not less than ten Years, and subject to a Ground Rent
 not exceeding Three-halfpence per square Yard.

VI. That the Majority of the Subscribers shall have
 Power to make Bye-Laws and Regulations, together with
 necessary Articles, Rules, and Orders, to be performed and
 executed by the Members of the said intended Society.

VII. That the Land intended for Building upon shall
 be laid out in Lots, and ballotted for by the Subscribers,
 and separate Leases made and executed; but such Leases
 to remain in the Hands of the Committee till the proposed
 Buildings are completed.

VIII. The first Payment of Ten Shillings and Six-
 pence on each Share, to be made **TUESDAY** the 3d of De-
 cember, 1781, when Particulars at large of the peculiar Ad-
 vantages of this Scheme will be laid before the Meeting.

Birmingham (England) Society For Building
 from Aris's BIRMINGHAM GAZETTE
 Monday, December 3d, 1781

From Frankford, Pennsylvania, the Building and Loan idea spread to neighboring Philadelphia: with many of its citizens German-born, quite naturally the first Philadelphia Association took a German name:- "Amerikanisher Daelehen und Bau Verein" (American Building & Loan Association). The idea gradually spread Westward - coming to Ohio in 1867; 31 Ohio Associations were organized that year; in the Seventies, Eighties and Nineties many more until by 1900, Ohio was the leading Building and Loan State in the Union.

In those days it was the exception for banks to pay interest on deposits and none loaned on real estate. "The poor man's bank" became a nick-name for a Building and Loan: however, distinguished names found a place on a Building and Loan pass-book. When a famous tax case was being argued before the United States Supreme Court, one of the attorneys started to explain how a Loan Association operates. "That will not be necessary" interrupted Justice Holmes: "I financed my home thru a Building and Loan, and so did Justice White".

In that period mortgage loans were small (a new 5-room and bath frame house cost only \$2,000 in 1900; carpenters getting 17½¢ per hour; brick layers \$5 for laying 1,000 brick (they now get \$120); contractors paying \$15 per 1M feet for Yellow Pine dimension lumber (now costs \$160) . . . Many of the problems we are now facing began with the 1946-7 inflation when building trades wages and the cost of building materials skyrocketed -- and have been going up ever since. Every year we read of another hike in wages paid the building trades: - one of the reasons why a new 5-room and bath frame house costs \$1500 more this Spring than it did a year or so ago.

With such sharp inflation in home-building cost "somethin's got to give" in the words of a current song hit . . . Up to a year or more ago most of us were making just 12 year loans - now every body wants 15; two years ago a lengthening of FHA loans to a possible 30 years: . . . and now Senator Lehman has introduced a Bill stretching it out to *40 Years!* What next! "cradle-to-grave" financing? "3-Score and 10" mortgages? "Home Replacement" loans? In 1941 the average home loan was \$3500; by 1948 it had jumped to \$7500.00. In 1941 \$10,000 would finance 2 or 3 new homes - now it will scarcely do for *one* . . . hence the current sharp competition for savings.

In a recent address on that subject, the V. P. of a large Mid-Western bank had this to say: (Quote) "The problem is further complicated by the fact that Savings and Loan Associations pay virtually no Federal Income Taxes - and as a consequence, we (the banks) and all other tax payers have to pay in addition to our own, *their* rightful share of the cost of maintaining our Government" (end of quotes). No figures are available to show average payments; but one Building and Loan Association I know about - with assets of around \$8,000,000 - paid \$50,449 Federal Income Tax for 1952; \$39,795 for 1953; \$43,472 for 1954 and \$45,151 for 1955.* What more can he ask?

One problem after another . . . To close with a "Search for Bridey Murphy" twist: suppose we could hypnotize a Loan Association Secretary, and have him give an account of his previous existence - at Birmingham, England, in 1781, over to Frankford, Pennsylvania, in 1831; then out to Ohio in 1867 . . . thru all that time as managing officer of a loan association . . . Would he sum it all up by saying "*The first 125 years are the hardest?*"

(* \$73,000 in 1958).

Footnote: The statement by the Mid-Western bank Vice President, referred to in the right hand column above grows out of the fact that the law which brought Building & Loan and Savings & Loan Associations under Federal Income Tax is so worded that, under its provisions for Reserves, etc., many sizeable Federal Savings & Loan Associations do not pay Income Tax.

WHAT IS "PAR" - FOR NEW HOUSING STARTS?

(At Spring Meeting District #9 Ohio Savings & Loan League: May 2/1957)

In almost every newspaper or magazine or trade journal one picks up nowadays, you will find somebody complaining that housing starts are *down* this week, or this month, or this year - as the case may be. One is tempted to ask: *down from WHAT?* What really (how many homes) is "par" in new housing starts?

The yearly high occurred in 1954 and 1955: *how did it happen to be so much higher those two years?* You'll find one answer on Page 293 of Roy Wenzlick's "REAL ESTATE TRENDS" dated June 29/1956. (I quote):

"The Chart on page 296 shows the number of 100% VA loans and the percentage they represent of all VA loans. Notice the rapid rise in the number of 100% VA's during 1954 . . . The monthly totals rose from 3,172 in January to 19,259 in December. In 1955 they continued to be made in unprecedented numbers, and in those 12 months (1955) more than 257,000 were closed -- nearly all of them for new homes." (More from that same Bulletin)

"In the past 10 years there have been close to 50,000,000 (fifty million) real estate sales - most of them for single family residences. THE PRESSURE TO BUY HAS LONG SINCE LEFT THE MARKET. For a while, extremely liberal financing (100% loans, no down payment, 30 year mortgages, and in many cases the closing costs paid by the contractor) *replaced necessity* as the boom driving force."

Therefore -- instead of using the *inflated situation figures* for the years 1954 and 1955 as "par" for new housing starts, why not take the average for the three preceding fairly normal years of 1951, 1952 and 1953 - slightly under 1,000,000 - instead of 1955's 1,400,000?

In and around Mansfield, new housing starts for the first 3 months of 1957 were *exactly the same* as for the same period in 1956 - when new homes were being built in every direction - in more than thirty new allotments. Many of these new homes are being purchased or built by families who already own a home, and want to move into a "Ritzier" neighborhood -- drive a Cadillac instead of a Ford or Chevrolet.

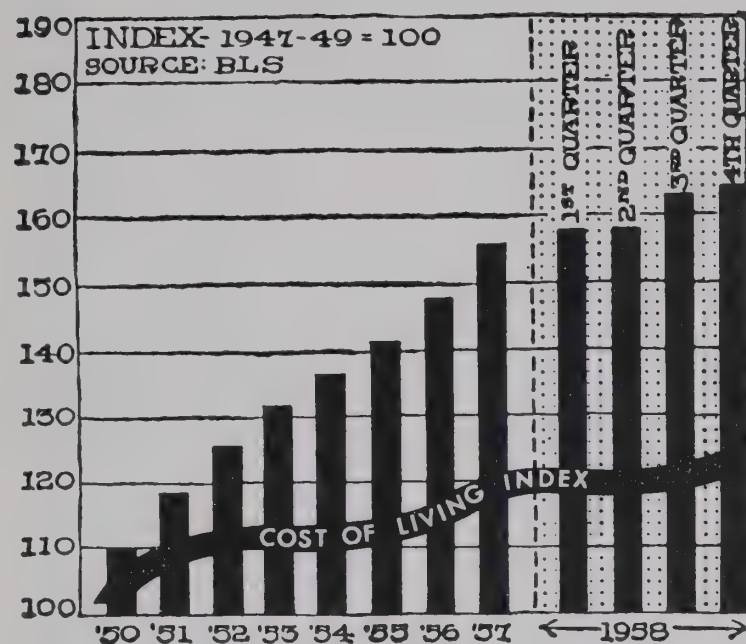
In March this year Senator Sparkman introduced a Bill in U. S. Senate to provide 40-year, no down payment, 4% FHA insured loans to (I quote) "people earning only "moderate income"*; people displaced from urban renewal areas; *elderly persons*; families with 5 or more dependents; and those unable to obtain adequate housing because of race, creed or color" (end of quotes) "elderly" would be 65 years old and up; that means they would be *at least 105 years old* when they finally repaid their 40 year mortgage . . . and Senator Sparkman is considered the Democrats' major housing spokesman in the United States Senate! *What are we coming to?* - - - a good question for UNIVAC

* like Loan Association secretaries.

Footnote: Are ample funds - in the form of accumulated savings - available for prospective home owners? Hundreds of millions of dollars are now to the credit of millions of savers - many of whom would withdraw part or all of their savings to buy or build a home - if sufficient inducement (in the form of stabilized or slightly lower cost) would materialize. In Business Week for March 20th/1954 there was a feature article under the heading "Builders Holler to Unions for Help." The first paragraph: "The nation's major contractors will sit down shortly with representatives of the AFL's Building & Construction Trades Department, to map a joint attack on present high building costs."

It is time they had another such meeting!

ARE WAGES "CHASING PRICES" -- OR VICE VERSA?



Labor's claim that "*wages are chasing prices*" is not supported by a comparison between wages in the *building trades* and the Cost of Living Index. From early 1950 to late 1958 (page 204 Federal Reserve Bulletin for February, 1959) the Cost of Living Index rose from 102.8 to 127.3 (using 1947-9 as 100). During that same 9 years (early 1950 to late 1958) wages of the building trades rose from 110 to 164. In other words, wages of the building trades rose $2\frac{1}{2}$ times as much as did the Cost of Living Index in the same period.

Behind President Eisenhower's warning, in January, against the danger of *inflation*, was a year of painstaking study by his 3-man Council of Economic Advisers. The goal: "*to stop inflation - get the dollar firmed up where it is now*". From an AP news item from Washington dated January 22: "AFL-CIO leaders, spurning President Eisenhower's renewed plea to curb wage increases, meet today to chart a new drive for pay boosts." Their program: a 35-hour work week (instead of 40) with no cut in take-home pay, and overtime after 35 hours.

Above chart of Building Trades Wages courtesy House & Home

To close with another editorial - this one from the Christian Science Monitor of February 21/1959: "*The American public is fed up with the steady push-up in prices for homes . . . Every trend indicates that Americans want better quality products at lower prices.*"

IS THERE ANY CONNECTION?

Quoting from an editorial in the March 2/1959 Cleveland Plain Dealer: "We sympathize with the plight of labor union members whose Cleveland Federation of Labor leaders are to seek, in Washington, special Federal work projects to give work to those without it. For it is distressing, generally, to this area and particularly for the families of those without jobs, that 14,462 members in 27 building trades locals, for example, are reported to be unemployed out of a total of 34,526."

Is there any connection between the above editorial, and a 1953 Survey by the Federal Housing Administration, "Comparative Costs of a Standard Two Bedroom House" in 70 different cities, which showed the cost of such a house to be *higher in Cleveland than in any other city* - nearly 50% higher than in Phoenix, Arizona, where in (1954) brick-layers were reported laying 1,000 bricks per day (same as they did in Mansfield in 1939-41).

The above mentioned Cleveland Plain Dealer editorial also refers back to their comment on the fixing of building trades wages, negotiated last June after a long strike. "One can wonder dispassionately if the building trades workers are not pricing themselves out of the market . . . Will the extra costs of building cut down on housing starts which should be undertaken for middle-class and lower middle class families?" The editorial continues: "Some solid thinking seems in order as to where a trade's high wage levels are leading - when so many are out of work, while so much work obviously needs to be done in this community."

SOME COMMENTS

"Thank you so much for your very fine article, "What Makes A New House Cost So Much?" It represents a great deal of work, and all of us in this organization think that it is very fine" . . . Roy Wenzlick & Company, St. Louis.

"It was nice to get your letter and to read your article, "What Makes A New House Cost So Much?" I thought it excellent -- very factual and practical. I shall keep it in my files for reference" . . . Royal Barry Wills, Architect, Boston, Massachusetts.

"I have read with great interest your talk on "What Makes A New House Cost So Much?" This is a splendid piece of work, and we would like to have your permission to print it in the Ohio Savings & Loan RECORD. I congratulate you on a splendid study on the cost of housing" . . . Don L. Tobin, Exec. Secretary, Ohio Savings & Loan League.

"Certainly was glad that you sent me a copy of "What Makes A New House Cost So Much?" It is quite clear why you had to have this put into print. As a speech it must have been very well received because of the research you have done on this subject, and the thorough and interesting manner in which you have presented it. I have passed it around the shop so that our folks could look it over; they also think you have done a swell job" . . . Morton Bodfish, Chairman Exec. Committee, U. S. Savings & Loan League.

"We have read with a great deal of interest your brochure "What Makes A New House Cost So Much?" - would like to take advantage of your generous offer to send us 20 additional copies so that we can put them in the hands of our Advisory Committee." . . . George A. Moore, Regional Director, U. S. Department of Commerce.

"Many thanks for your note of November 14, enclosing the supplementary comment on your "What Makes A New House Cost So Much?" This is particularly interesting material, and I am glad you will put me on the list to receive the additional study next Spring" . . . Henry H. Saylor, Editor, Journal of the American Institute of Architects.

"Copy of the speech you made recently, entitled "What Makes A New House Cost So Much?" was read thoroughly by me and very much enjoyed. Your attention to detail impressed me very much. My high regard for your most thoroughly worked out pamphlet." . . . T. H. Maenner, President, National Association of Real Estate Boards.

"The Department of Governmental Affairs has sent me the copy of "What Makes A New House Cost So Much?" I have read it with great interest. It is very helpful to have detailed building cost information on a realistic basis" . . . F. Stuart Fitzpatrick, Manager, Construction & Civic Development Department, Chamber of Commerce of The United States.

"Thank you very much for the copy of "What Makes A New House Cost So Much?" You are good to have this Library in mind when you publish something. Indeed the number of things we have from your pen are all most interesting. This particularly will be useful since the question of housing in these parts is a critical one." . . . Mary B. Brewster, Reference Librarian, New York State Library.

I have read very carefully your "What Makes A New House Cost So Much?" and want to congratulate you on the time and patience you have taken to collect the detailed information, and to compile it in the manner you have. I believe it would be a great thing if each State could compile the same information, and then consolidate it into a national picture. You have made your contribution toward this end, and I want to congratulate you on the time and effort you have spent on it" . . . Zebulon V. Woodard, Executive Vice President, New York State Savings & Loan League.

"I am very grateful to you for "What Makes A New House Cost So Much?" and the Free Library is very happy indeed to add it to our collection. Incidentally, I have read your work with real interest, and wish to congratulate you on the result. If you have an additional copy available, I shall be very glad to receive it, and pass it on to a very well known builder in this city" . . . F. H. Price, Librarian, The Free Library of Philadelphia.

"Thank you very much for the supplement to "What Makes A New House Cost So Much?" We found it very interesting and are putting it in our files for future reference. Thanks again for thinking of us. We thought it was very interesting" . . . Mort Reed, Jr., Better Homes & Gardens.

"Thank you for "What Makes A New House Cost So Much?" Your study on housing costs and construction wages. Your figures are indeed interesting. They certainly demonstrate what is happening to our currency" . . . Justin Henley, Financial Editor, Ohio State Journal.

"Thank you very much for sending us "What Makes A New House Cost So Much?" With your suggestions as to how the housing problem might best be solved. We were very interested in your thought that reduction in workers wages would implement building, and appreciate your contribution to the general discussion" . . . J. P. Cuyler, for the Editors of LIFE Magazine.

"Thank you for "What Makes A New House Cost So Much?" As you probably know I used the figures from it on my broadcast last Monday night. Would it be possible to mail me another copy - as I shall use the data again at a future date" . . . Dorothy Fuldheim, Station WEWS, Cleveland.

Facts And Figures On "HOUSING STARTS"

New (non-farm) housing starts are one of the most important indicators of this country's progress from month to month and year to year. A recent check by the Census Bureau revealed that in the 6-3/4ths years between 1950 and late 1956 some 10-million non-farm homes were built - although the Bureau of Labor Statistics had reported construction of *only 8.1 million* homes in that period. This *under-estimate of nearly 2 million homes* calls for an explanation.

From Page 1 of The WALL STREET JOURNAL, November 2/1959

Tricky Figures

Building Statistics Err,
Point Up Big Planning
Problem for Business

'Two Million Houses Lost';
American Standard Tries
To Figure Output Rates

Doubts on Prices and GNP

BY JEROME J. ZUKOSKY

Staff Reporter of THE WALL STREET JOURNAL

LOST: From 1.5 million to 2 million houses, worth \$15 billion, in the United States, sometime between 1950 and 1956.

These homes didn't disappear as the result of fire or some other disaster. Rather, they were overlooked when Federal statisticians were making their estimates of numbers of new housing starts. Instead of 8 million houses being constructed in those years, Government officials now think the number was closer to 10 million.

To try to prevent further statistical errors such as this, a few days ago several small private planes carrying powerful aerial mapping cameras flew slowly over Erie County, Pa.; Clinton and Brown Counties, Ohio; Aiken County, S.C., and Somerset County, Md. In a month the flights will be repeated.

The object: To get pictures that will show which new buildings were started in these areas between the first and second photographs. The project is part of a wide-ranging effort by the Census Bureau to improve two major national economic indicators, the Federal compilation of housing starts and construction "put in place" each month. The Census Bureau intends to compare the findings gleaned from its photographs with building permits reported from these areas in the same period in the hope of finding a clue as to how 1.5 million or more homes could have eluded Government statisticians in the past.

A Key to the Economy

This numbers game is of interest to more people than just a few statisticians. The computations provide an index of the health of the huge construction industry; economists use this to try to determine whether construction is pushing the general economy upward—or pulling it down. Construction statistics help banks, insurance companies and others plan investments of billions of dollars a year in real estate loans. Manufacturers of building materials and home appliances use the figures in planning production schedules. And Washington officials and lawmakers use the statistics as guides on housing and public works programs. Right now, a decline in housing start figures is lending impetus to a Congressional drive for new moves to spur home building.

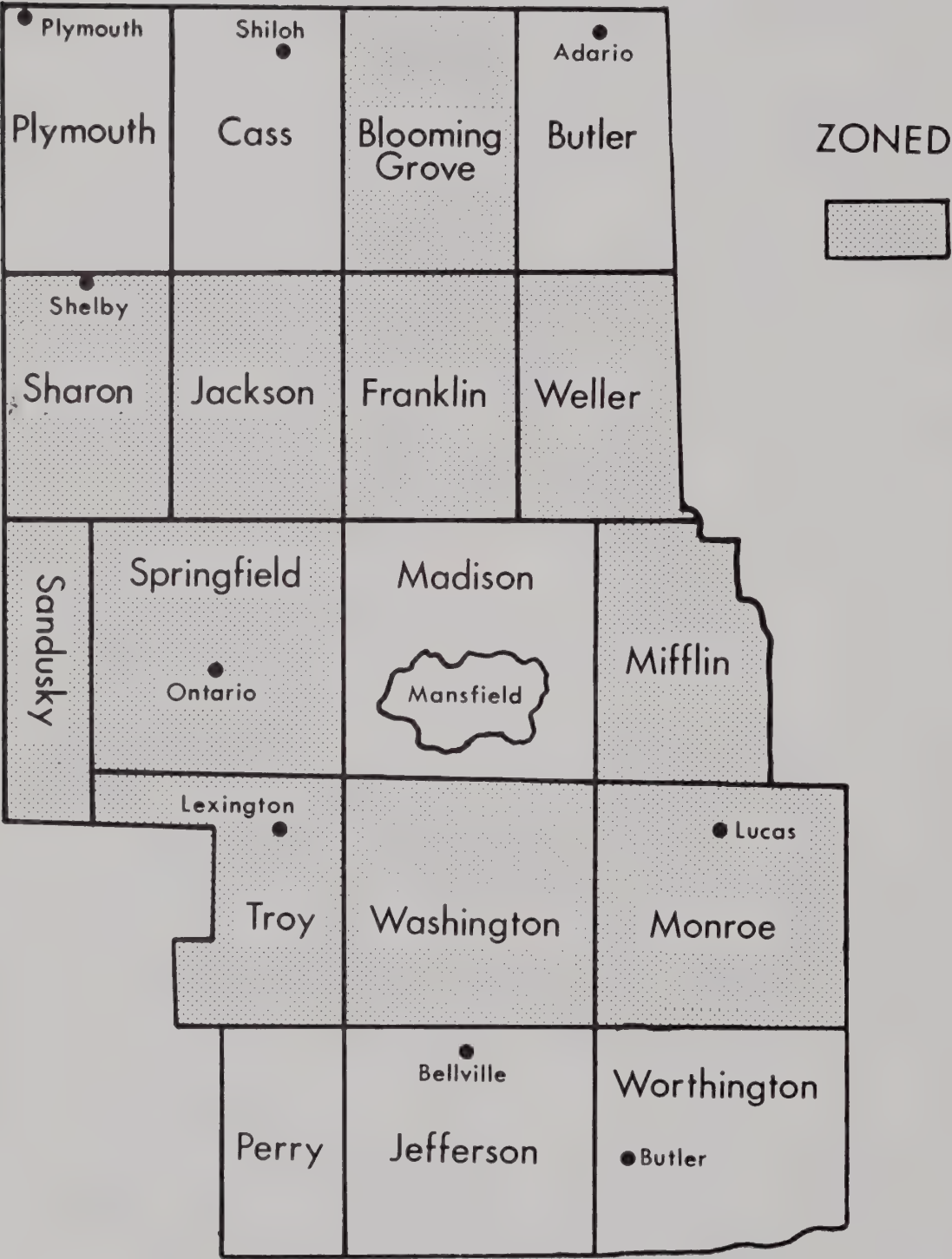
The Federal Statistics Users Conference, a Washington, D.C., group formed and financed by 145 corporations, labor and farm organizations and economic analysis services to lobby for better economic data from Federal bureaucrats, has aimed its first campaign at the construction figures.

The three pages which follow (34 - 36) make clear the method used in reporting new housing starts in this area: (a) for the City of Mansfield itself; (b) for the area immediately surrounding it - namely the 108 suburban Allotments around it, laid out in the last 5 yrs. (beginning in 1954) in which most of the new building has taken place.

(*By H. Kenneth Dirlam, 36 North Main Street, Mansfield, Ohio)

TOWNSHIP ZONING

Showing Townships Having
Zoning Ordinances



MANSFIELD - RICHLAND COUNTY
Health Dept.

"Grass Roots" Statistics On Housing Starts

In recent years more and more families have been moving from cities out into 'Suburbia' which locally takes the form of Sub-Divisions or "Allotments". This has been going on around Mansfield, Ohio (a typical Mid-Western city of 50,000 population) for 30 years or so, but has greatly accelerated during the last five years with the laying-out of 108 new Allotments in the surrounding Townships, many of which are now zoned and require building permits. (see page 34).

After reading the Wall Street Journal article in their issue of November 2d/'59 (see page 33) indicating that millions of new homes had not been included in Bureau of Labor Statistics on housing starts, I began checking up to see whether this were true for Mansfield and vicinity . . . with this discovery: building permits for the City of Mansfield itself are reported month by month by the building permit office in the City building; but new homes built in any of the more than one hundred Allotments in the surrounding area are not reported at all . . . and it is in these Allotments that most of the new homes have been built in the last few years.

Let us see how this works out: In the City of Mansfield - as reported to the Bureau of Labor Statistics - new housing starts were as follows: 126 in 1957, 102 in 1958 and 69 (up to November 1st/1959: total for 3 years - 297. During that same 3 years, new housing starts in WASHINGTON TOWNSHIP were as follows: 138 in 1957, 102 in 1958 and 128 (up to November 1st) 1959: total 368 (for just one Township - not one of which was reported to anybody (except the Township Trustees).

Make a similar comparison for SPRINGFIELD TOWNSHIP, in which new housing starts were as follows: 122 in 1957, 97 in 1958, 118 (thru November) 1959; total of 337 for the 3 years - not one of which was reported to the Bureau of Labor Statistics - compared with 297 for the City of Mansfield (which were reported.)

1944636

More Unreported Starts

MADISON TOWNSHIP, which contains 34 of the new Allotments, (one of them includes 325 lots - many of which have new homes on them) does not require building permits. Probably at least 600 new homes have been built in this Township during the last 3 years - not one of which was reported to anybody.

More unreported new homes: MONROE TOWNSHIP, 40 since zoning took effect in January, 1958; SANDUSKY TOWNSHIP, 39 since November 1957; SHARON TOWNSHIP, 24; MIFFLIN TOWNSHIP (from November 1957 to November 11/1959, 125; JACKSON TOWNSHIP (from May 1956 to December 1/1959, 82. TROY TOWNSHIP (including Village of Lexington) 1958-9, 88; WELLER TOWNSHIP, 41; FRANKLIN TOWNSHIP, 12; BLOOMINGGROVE TOWNSHIP, 6.

(Continued on Page 36)

“Grass Roots” Housing Statistics - Continued

New Housing Starts (Residences)	1957	1958	1959	3-year Total
CITY of MANSFIELD	126	102	69	297
ZONED TOWNSHIPS (see Map on Page 34)				
Washington	138	102	128	368
Springfield	122	97	118	337
Mifflin (Nov. '57 to 11/11/59)				125
Troy (including Village of Lexington)				88
Jackson (May '56 to 12/1/59)				82
Weller (since November '56)				41
Monroe (since January '58)				40
Sandusky (since Nov. '57)				39
Sharon * (since Nov. '56)				24
Franklin (since 4/1/'56)				12
Bloomington (since Nov. '56)				6
*CITY of SHELBY	15	12	21	48
UN-ZONED TOWNSHIPS (see Map Page 34) Estimates				
Madison (containing new Allotments) outside of City of Mansfield				600
This estimate, compared with new electricity applications, proved too low				
Jefferson (including Village of Bellville)				90
Worthington (including Village of Butler)				16
Cass (including Village of Shiloh)				10
Butler				10
Perry				10
Plymouth (including Richland County part of the Village of Plymouth)				8
TOTAL New Housing Starts (1957-8-9) for All of Richland County				2,251
Total reported to Washington				
(Mansfield - 297; and Shelby - 48) (16% of total)				345
NOT REPORTED to Bureau of Labor Statistics,				
Washington, D. C. (85% of total)				1,906

In other words, *only 15%* of actual new housing starts for the three years (1957, 1958 & 1959) have been reported, for the Cities of Mansfield and Shelby and *for all the rest of Richland County*. If such *under-reporting* is general for the entire United States, it raises staggering possibilities.

As pointed out in my letter of November 4th to the Wall Street Journal (published in their issue of November 17th) every new house in and around Mansfield - and in any other comparable location - *uses electricity*. Consequently the *local supplier of electricity can tell how many new homes are being built*. The figures for Richland County:

New Home Applications For Electricity Suppliers (A), (B) and (C) combined	1957	1958	1959	Total
	1,009	897	819	2,725

Using this figure of 2,725 new housing starts, and deducting the total of 345 reported to the Bureau of Labor Statistics in Washington, shows *2,380 new home starts not reported at all for the years 1957, 1958 and 1959 . . . in other words, only 13% of the actual housing starts were reported*.

Interest Rates on Mortgages

Taking a glance backward: when the Mansfield Building & Loan Association was organized in 1876 - 84 years ago - our first mortgage loan was made to Edwin N. and Lizzie A. Josselyn, for \$2,000 - *interest rate 6 per cent per year*. Up to a little over a year ago, our interest rate on mortgage loans was *6 per cent per year*. In other words - *the same rate in 1958 as in 1876*. Make a similar comparison for building trades wages and for the cost of building materials - and see what you come up with!

At the 50th reunion of the Mansfield High School graduating class of 1900, in a talk "When You and I were Young, Maggie," I compared things as they had been in 1900 with what they were in 1950, from which I quote:

"In 1900 a good size 5-room and bath new frame house with basement cost \$2,000 (cost per room . . . \$400.00). For a similar 6-room and bath, the cost was \$2,500. In 1950 a fair size 5-room and bath new frame house with basement cost \$10,000 (cost per room, \$2,000.00). In other words: in 1950, one room costs as much as the whole 5-room & bath house in 1900.

In 1900 carpenters got 17½¢ per hour - \$1.75 for a 10-hour day. In 1950, \$2.25 per hour. In 1900 bricklayers received less than \$5 for laying 1,000 brick; in 1950, \$72 for it.

The 1950 wages paid to plasterers, cement finishers and plumbers would have seemed unbelievable in 1900. In 1900 contractors were paying \$11 per 1M feet for hemlock(and \$15 for Yellow Pine) dimension lumber; in 1950 the price is \$120." (The above figures I secured from one of Mansfield's oldest and most reliable contractors; he did not have comparable data about the year 1876, but I remember when our family residence was built in 1890, wages for the building trades were \$1 for a 10-hour day; might have been a little less in 1876.

Compared with 1876, building trades wages are from 38 to 84 times higher today - while up to a little more than a year ago, the interest rate on mortgage loans was the same as it was in 1876 (6%) per year.

Mortgages Depend On Savings

Why have interest rates on home mortgages gone up recently - to 6½ or 7%? Mortgages on homes are made by Building & Loan Associations, Savings & Loan Associations, Savings Banks, Commercial Banks and other lenders from a reservoir of accumulated savings. Lenders not only compete with one another for savings, but are also in competition with the Government.

Four or five years ago the Government was able to borrow money on short term securities like United States Treasury 91-day Bills at less than 1% interest per year. In recent weeks the rate of interest on these Bills and other Government Notes has gone up to 4½ and even 5%.

Why this tremendous increase in cost of Government financing? Partly inflation - everything the Government buys cost more . . .

To maintain their competitive position, lenders have had to raise their savings rate - and in consequence - raise their mortgage rate.

What You Can Get For About \$24,000

Located in a good Allotment, the following 6-room and bath new brick veneer home, with full basement and attached 2-car garage was advertised recently in the Mansfield NEWS-JOURNAL:

FEATURES: Lot 125x204. Briar Hill sandstone fireplace with raised hearth; Limed oak panelled fireplace wall with built-in book case and writing desk; hand rubbed wax finish on all woodwork; oak floors throughout bedroom and hall; kitchen and bath in latest floorcovering available. Kitchen features snack bar, formica tops, ceramic tile, Tappan oven and range, stainless steel sink and birch cupboards, walltexed dining area, and china closet. Ceramic tile bath with vanity and large mirror, and linen closet. Three bedrooms have large double door closets, with double shelves.

The house is fully insulated. There is a huge dry basement with laundry tubs, water-proofed walls with washer and dryer outlet installed. Two car plastered garage, 20 x 24. Automatic gas furnace and water heater. Aluminum storm windows and screens on the casement windows. Basic landscaping done, with 10x20 ft. patio in rear.

In financing the purchase of such a new home, the buyer could secure a conventional loan of say \$15,000.00 - \$16,000.00 - the remainder to be supplied by the purchaser in the form of a "down payment". The accumulation of the necessary down payment naturally takes time - frequently is accomplished by means of a Savings Account. But there is sharp competition - for this money which *should* be saved for home purchase. The leading commercial bank in this area advertises 15 plans for saving money and 30 plans for *borrowing money*. The magazines and newspapers - to say nothing of TV and Radio - day in, day out, are tempting prospective home owners to buy this and that - at the expense of the down payment for a home.

*

Much of present day publicity invites readers to live beyond their means. Not so long ago, people saved money for a vacation; today you are urged to borrow the money for it. (and spend the Winter paying it back). 'Fly Now - Pay Later!'

When my brother was treasurer of the Mansfield Country Club, he was appalled at the "rubber checks" sent in, in payment of dues from "status-seekers" in Mansfield's swankiest suburb.

Walking down town, one of our loan customers caught up with me "When the utility Company changed its name, did it mean a change in your work?" I asked him. "Yes," he replied. "What did you used to do?" "It was my job to call at customers homes to notify them that the electricity had been shut off." "Over in the poorer sections of the city, I suppose." "You'd be surprised," he replied. He then went on to tell of calling at a fine residence in the above mentioned suburb, the middle of a beautiful Summer afternoon. He rang the door bell; when a neatly uniformed maid opened it, he asked to speak with the mistress of the house; sorry, the mistress was reclining. "Tell her," he said, "when she has ceased reclining, that the electricity has been shut off."

*

Last August one of our mortgage loan customers failed to make their payment. When we reminded them of it, they mailed the notice back to us - having written across the face of it: "Sorry - but *we had to take our vacation.*"

Straws In The Wind

Talking to a contractor-builder recently, I asked how many houses he expected to build the coming season. "Very few," he replied; "so much risk and uncertainty . . . it's a young man's game." Some idea of the value of a contractor-builder to the American economy can be gained by the following report on the experience of two Mansfield contractor-builders for 1959:

Contractor "A" builds 9 or 10 new brick veneer homes a year - 9 in 1959. For these he purchased, from a local lumber dealer, \$30,000 worth of hard and soft lumber. It takes 12,000 brick to build one of these 7 room, full basement, 2-car garage houses, at \$46.50 per thousand; total \$5,022.00 from a local brick-making plant. This contractor works 6-hours per day with his crew.

Contractor "B" builds about 25 new homes a year (24 in 1959) 7 rooms or more, full basement, 2-car attached garage, frame with aluminum siding. His purchases of material for 1959 included the following:

Lumber . . . \$59,047; Aluminum Siding . . . \$15,744; Concrete . . . \$26,792; PlyWood . . . \$20,092; Plumbing and Heating (including gas furnace) . . . \$53,957; Wiring and Electric Supplies . . . \$9,575; Built-In Range, etc. \$9,406; Windows . . . \$13,044; Insulation . . . \$3,850; Ceramic Tile . . . \$5,976; Paint and Floor Covering . . . \$12,848; Builders Hardware . . . \$3,631; . . . total \$233,962.00.

There are some thirty contractor-builders in and around Mansfield - some in Shelby, Lexington and other Richland County communities. Their total purchases of building materials and supplies make quite a contribution to the economy - to say nothing of the wages they pay to building trades labor, sub-contractors, etc.

Speaking of the wages paid by contractor-builders to the building trades: the present scale in Mansfield and vicinity is as follows: per hour: Carpenters - \$3.85; Bricklayers - \$4.00; Plumbers - \$4.10; Plasterers - (\$1.20 per sq. yd.); Sheet Metal Workers - \$3.85; Electricians - \$3.50. The above are the wages per hour, for an 8-hour day. The Contractor-builder pays at the above rates for a 8-hour day, but he gets only 7 $\frac{1}{4}$ hours of work per day per worker - the other $\frac{3}{4}$ hour per day is taken for getting to and from the job, time for changing clothes, coffee breaks (off the premises).

An indication of the increasing cost of a new house: the married daughter of a friend of mine and her husband wanted a temporary new home; they went to a local architect gave him an idea of what they would like - so many rooms, etc. - asked him to prepare some sketches and secure an estimate of the cost. After several weeks he called them to his office; they liked the sketches, but threw up their hands when he told them the cost - sixty thousand dollars! He made a second try - eliminating various features, but the best he could do for the revised plans and specifications was forty thousand dollars . . . for a "home pro tem"! How much further he can change the specifications and reduce the cost is anybody's guess.

SOME COMMENTS

"The President of the United States has asked me to acknowledge receipt of and to thank you for sending him a copy of your study on inflation entitled -- "What Makes A New House Cost So Much?" Your publication was made available promptly to the Housing and Home Finance Agency. Please be assured that the detailed information you have supplied is appreciated and will be helpful to this Agency." Norman P. Mason, Administrator Housing and Home Finance Agency, Washington.

"In "What Makes A New House Cost So Much?" you have presented a good deal of food for thought for every one interested in a sound American economy. One of the greatest dangers to our American way of life is inflation, and we should all use every effort to combat this evil." George Champion, President, The Chase Manhattan Bank, New York.

"I note that included in the Selected List of Recent Additions to the Research Library of The Federal Reserve Board is your "What Makes A New House Cost So Much?" I am employed by the Federal Savings & Loan Corporation, and would appreciate a copy." Julian J. Master, Arlington.

"Please send us another copy of "What Makes A New House Cost So Much?" We find this study on inflation very interesting." Mrs. Helen Hogg, Commercial Research Department, Armco Steel Corporation, Middletown, Ohio.

"Thank you for sending us a copy of "What Makes A New House Cost So Much?" This we feel, is the kind of thing which will make people realize how inflation hurts them. We have had a tremendous response to our own anti-inflation advertisement." Lee Wilson, Prest, Lee Wilson Engineering Company, Cleveland (16), Ohio.

"Thank you very much for sending me a copy of your "What Makes A New House Cost So Much?" The information it contains quite clearly represents an immense amount of effort on your part to gather, verify and present the information in an orderly and easily understood manner," Myron J. Matthews, Manager-Editor Dow Building Cost Calculator (by F. W. Dodge Corporation).

"This work which you have undertaken personally is not only interesting but extremely worthwhile. Your "What Makes A New House Cost So Much?" shows a great deal of study and clear thinking on your part. I am forwarding the copy to the Committee where I am sure it will prove a most valuable addition to our reference material on inflation." H. Bruce Palmer, President, The Mutual Benefit Life Insurance Company, Newark, New Jersey.

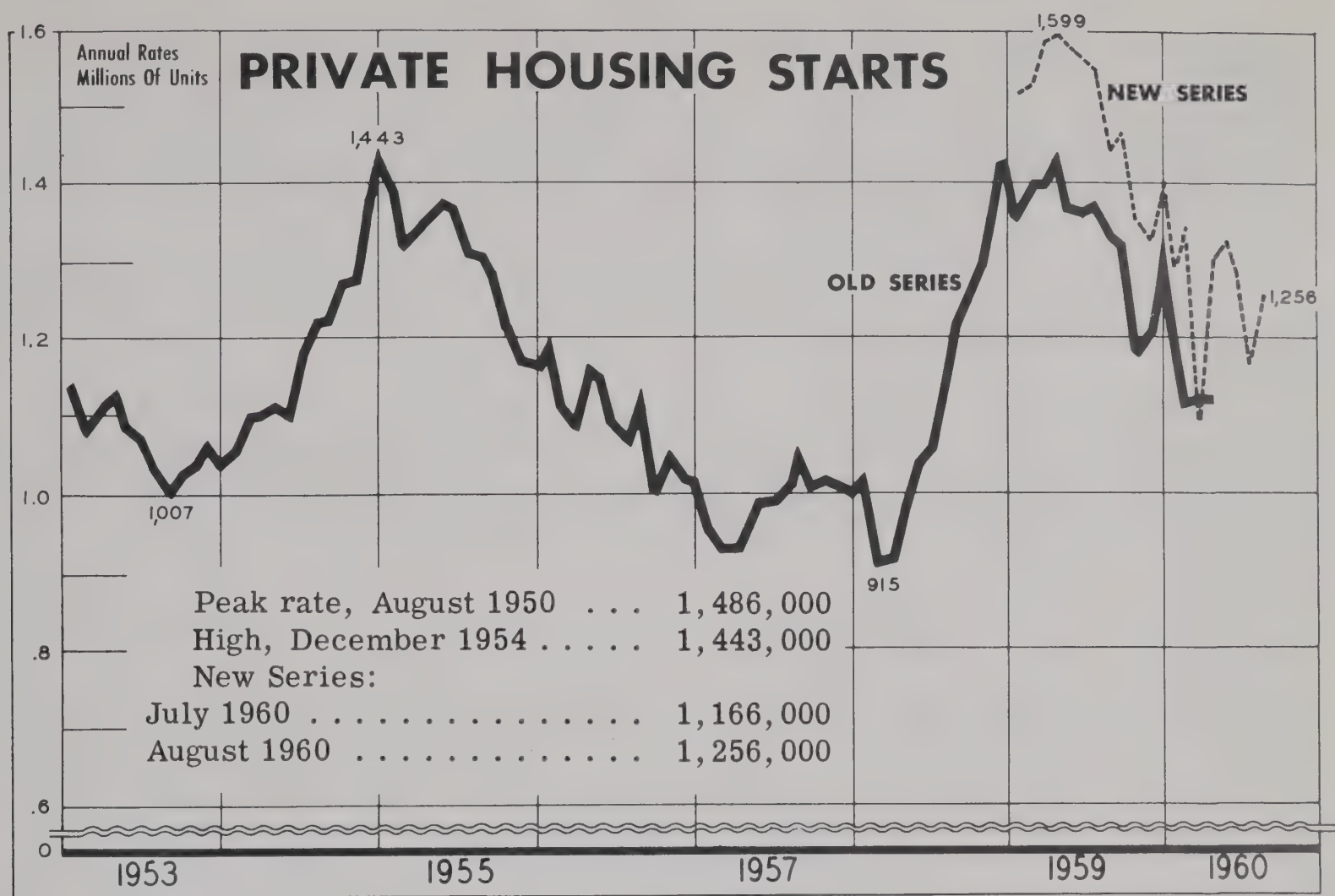
"Library of Congress, Washington (25) D. C. The staff of our Legislative Reference Service has asked me to request 10 copies of your "What Makes A New House Cost So Much?" to be used in replying to inquiries from Members of Congress. We shall be most grateful for your response."

"The H. W. Wilson Company, 950 University Avenue, New York City. Please mail us a copy of your study on inflation "What Makes A New House Cost So Much?" for listing in the "Vertical File Index" used by Libraries as a buying list and reference work."

As a result of the above and other listings, requests for "What Makes A New House Cost So Much?" have come from all over the United States . . . and several from Canada: to wit: Collier's Reference Service (P. F. Collier & Son Corp., New York; The Lehman Corporation, New York; The Detroit News; Nationwide Insurance, Columbus, Ohio; National Housing Center, Washington, D. C.; National Association of Real Estate Boards, Chicago; Emery Industries, Cincinnati, Ohio; Carnegie Institute of Technology, Pittsburgh; Eaton Mfg. Company, Detroit Research Laboratory; Union Oil Company of California; Federal Reserve Bank of Cleveland; National Bank of Detroit; Federal Housing Administration, Washington, D. C.; Sears Roebuck & Company, Chicago.

The following educational institutions: Pennsylvania State Teachers College, Edinboro, Pa.; Harvard University, Graduate School of Design; The University of Kansas; Ball State Teachers College, Muncie, Indiana; Undergraduate Library, University of Michigan, Ann Arbor; University of Vermont, Burlington, Vt.; Boston University; University of North Dakota Library; The University of Texas; Michigan State University, East Lansing; State University of South Dakota; Indiana University, Bloomington, Indiana; Wartburg College, Waverly, Iowa; Western Michigan University, Kalamazoo; Cabrillo College, Watsonville, California; New Mexico State Library; Syracuse University; East Tennessee State College, Johnson City, Tennessee; Montclair State College, Upper Montclair, N. J.; Baylor University, Waco, Texas; St. Norbert College, West DePere, Wisconsin; University of Louisville; Gannon College, Erie, Pa.; Heidelberg College, Tiffin, Ohio; Dordt College, Sioux Center, Iowa; Midland College, Fremont, Nebraska; University of Nevada; City College, New York; University of Detroit; Western Michigan College, Kalamazoo; Eastern Michigan College, Ypsilanti; University of Wisconsin; St. Cloud State College, St. Cloud, Minnesota; Eastern Illinois University, Charleston; Earlham College, Richmond, Indiana; Marshall College, Huntington, West Virginia; Marietta College (Ohio); University of Chicago; Virginia State College, Petersburg, Virginia; Chaffey College, Alta Loma, California; Pacific University, Forest Grove, Oregon; Riverside City College (California); Bakersfield (California) College.

Requests from Public libraries and from High School libraries (still coming in) have been so numerous that there is no space to list them here.



Excerpts from a talk to the Home Builders Association of Mansfield, on the evening of Thursday, November 10th/1960 and to Kiwanis Club of Mansfield, January 12, 1961 by H. Kenneth Dirlam, Secretary Mansfield Building & Loan Association and author of “What Makes A New House Cost So Much?” - a 12-year Housing study.

SOME “GRASS ROOTS” STATISTICS ON HOUSING STARTS

A year ago (November 2 1959) on its front page, the WALL STREET JOURNAL published one of the most significant articles on HOUSING in the last Ten Years. Entitled “Tricky Figures: Building Statistics Err” written by one of their staff reporters, Jerome J. Zukosky, the article starts like this:

“LOST: from 1.5 million to 2 million houses, worth 15 billion dollars, in the United States, somewhere between 1950 and 1956. These homes didn’t disappear as the result of fire or some other disaster. Rather, they were overlooked when Federal statisticians were making their estimates of new housing starts . . . ”

After reading about this terrific undercount on Housing Starts, I began checking to see whether a similar undercount were true for Richland County (North Central OHIO) of which Mansfield is the County Seat . . . a typical American community - Mansfield with a population of 47,325 and widely diversified industries, surrounded by a rich agricultural area. The result of this survey will be found on the following pages.

(Above Chart Courtesy Roy Wenzlick Real Estate Trends)

(*By H. Kenneth Dirlam, 36 North Main Street, Mansfield, Ohio

EFFECTS OF THE MOVE INTO "SUBURBIA"

Housing Starts being such an important National statistic, any distortion of the true picture could have far-reaching repercussions. This being Election Week, a quote from the Democratic Platform of 1960 might be in order:

"HOUSING: "The right of every family to a decent home". Today our rate of home building is less than that of 10 years ago. A healthy, expanding economy will enable us to build two million homes a year."

Now - if you're asking me - neither Senator Kennedy, nor any one of his Senatorial, or Professorial, or Political, or Economic Advisors, is in position to fix the target at 2,000,000 new homes a year, because **not one of them knows how many homes per year the United States has actually been building** for the years 1957, 1958, 1959 and (up to November 1) 1960. Why do I say that?

LET'S GET DOWN TO BRASS TACKS

One of the most significant and far-reaching developments in the American Way-of-Life during recent years, has been the move from cities out into the surrounding suburban areas. During the past five years, **133** new Suburban Allotments or Sub-Divisions, containing 50 to 100 or more lots **each**, have been laid out in Richland County - most of them on the outskirts of Mansfield. **And it is in these 133 new Allotments or Sub-Divisions that nearly 90% of the new houses have been built during the last five years** - with only a little over 11% of the new houses for that period being built in Mansfield or in Shelby - the only two cities in Richland County.

Now how many of these new houses, built in any of the above mentioned Allotments or Sub-Divisions during the last five years, have been reported to either the Bureau of Labor Statistics or more recently, to the Bureau of the Census? **NOT A SINGLE ONE!**

FANTASTIC - UNBELIEVABLE - BUT TRUE

The only Housing Starts that have been reported to Washington, D. C. are those for the City of Mansfield, and for the City of Shelby - only a little over 11% of the total number of new houses built in the whole County, including Mansfield, Shelby, all the Villages, all the Allotments and Sub-Divisions in all the Townships.

How do I get the above figures? The new housing starts for Mansfield and for Shelby - from the Building Permit office in the City Building. There are 18 Townships in Richland County - 11 of them "zoned" and requiring building permits. I got my figures on new housing starts from either the Zoning Inspector or the Township Clerk, in each of the zoned Townships. The figures for the "un-zoned" Townships are estimates from contractor-builders, banks, lumber yards and the like -- persons in position to know.

Every new house built in the County uses **electricity** - So I check the above figures against the total number of applications for electricity made to the four electrical companies serving Richland County, and come up with the table on the opposite page:

Richland County, Ohio, Housing Starts	1957	1958	1959	1960	4 yr. Total
City of Mansfield	126	102	69	82	379
City of Shelby	15	12	21	16	64
Total for Mansfield and Shelby	141	114	90	98	443
Washington Township	138	102	128	139	507
Springfield Township	122	97	69	36	324
Ontario Village			49	41	90
Mifflin Township		62	63	86	211
Jefferson Township and Bellville Village	15	15	15	25	70
Troy Township			13	8	21
Lexington Village		7	68	71	146
Jackson Township	27	27	28	18	100
Weller Township	15	13	13	12	53
Monroe Township and Lucas Village		20	20	6	46
Sandusky Township	13	13	13	6	45
Sharon Township	8	8	8	13	37
Franklin Township		6	6	12	24
Bloomington Township	2	2	2	4	10
(Above Townships are zoned					
and require building permits)					
The following are not zoned					
Worthington Township and Lucas	8	8	8	8	32
Cass Township and Shiloh Village	10	10	10	10	40
Butler Township and Adario Village	10	10	10	10	40
Perry Township	10	10	10	10	40
Plymouth Township and Village	8	8	8	8	32
Madison Township	200	200	200	200	800
Townships and Villages (Total)	586	618	741	723	2668
Total: Cities of Mansfield and)	727	732	831	821	3111
Shelby and all Townships and Villages)					
Total electricity new home permits	1019	907	829	867	3622

The new home electricity permits are the **correct figures** since every new home requires electricity. My estimates for the **unzoned** Townships must have been **too low**.

New (Residential) Applications For Electricity

One Company - OHIO EDISON - supplies electricity for most of Richland County; but OHIO POWER, MORROW ELECTRIC COOPERATIVE and RURAL ELECTRIFICATION ADMINISTRATION are also in the picture . . . so I secured figures from all four:

Total Applications (All 4 of above)	1957	1958	1959	1960	4-year total
	1019	907	829	867	3,622

Using these Electricity Applications set of figures, we come up with the following astonishing result:

Of these 3,622 new homes built in Richland County for the years 1957, 1958, 1959 and 1960, **only the following were reported** to either the Bureau of Labor Statistics or more recently, to the Bureau of the Census:

City of Mansfield	126	102	69	82	379
City of Shelby	15	12	21	16	64
TOTAL reported	141	114	90	98	443

Only 12% of new homes built reported to Washington, D. C.

Deduct new homes reported (443) from those actually built (3,662) and you get a figure of 3,179 new homes **actually built but not reported** for the 4 years 1957, 1958, 1959 and 1960 - **nearly 88% un-reported to Washington, D. C.**

The above are the figures for only **one County in the State** -- there are 87 other Counties in Ohio, and a total of some 3,000 Counties in the United States. Divide the above 3,179 **un-reported new homes** by 4 to get the average **per year**, and you come up with 794. Multiply that by 87 to get the total for the 88 Counties in Ohio, which gives you 69,078. Then multiply that by 49 (the number of other States in the Union) and you get a grand possible total of 3,384,822 **UNREPORTED BUT ACTUALLY BUILT NEW HOMES per year**. Then add to that fantastic figure the number of new homes **reported** to Washington, D. C. (1,250,000) (probable figure for 1960) and you get a grand total of 4,634,822 **NEW HOMES PER YEAR** . . . which makes the target 2,000,000 new homes per year of the Democratic platform look pretty wide of the mark.

The above (for Richland County) are **PRIVATE HOUSING STARTS**

No Federal Public Housing units being built here. On November 4 1952, by a vote of 2 to 1, Mansfield rejected a proposed Federal Public Housing Project. About 65% of the City's families own their own homes, for which they have saved for a period of ten years or more, and are currently paying real estate taxes on them. They couldn't see the logic in being taxed **still further to pay some one else's rent** (Since public housing projects pay practically no local real estate taxes).

HOW TO CORRECT THE UNDER-COUNT IN HOUSING STARTS

If the Bureau of the Census will have their city building permit reporters **ALSO**, month by month, get the **new home applications for electricity**, then they can give us a reliable figure for the new housing starts in the U. S. A. **instead of the present terrific under-count.**

STATISTICS ON PRIVATE HOUSING STARTS

For an explanation of the method used in collecting data on Housing Starts, refer to Volume 6 Number 6 (June 1960) "CONSTRUCTION REVIEW" published by the U. S. Department of Commerce (obtainable from the Superintendent of Documents, U. S. Government Printing Office, Washington (25) D. C. price 30¢).

Quoting from page 4 under the heading "Introduction of The New Series for Housing Starts". New statistical series for Housing Starts have been compiled by the Bureau of the Census to replace the series previously prepared by the Bureau of Labor Statistics and, more recently, continued by the Bureau of the Census. The new series differs from the data previously published both in general level and in month-to-month movements. The level of the new series is **higher** than that of the former series.

As a result of the changes made in the method of compilation, the new series is believed to represent a much more nearly complete measurement of the number of units placed under construction." "Both privately owned and publicly owned housings are included" this from page 5). And from the same page: "For the year 1959, the annual total for the new series is 1,553,100 units, as compared with 1,378,500 units on the old basis. In that year the new series is thus 174,600 units, or 13 per cent above the old.

A major part of the change in level between the old series and the new thus results from the fact that the **new series has a more nearly complete coverage**. A portion of the improvement in coverage has been accomplished by including more completely the construction which takes place without a building permit in the areas where building permits are required"

SO FAR - SO GOOD; BUT THE SURFACE HAS ONLY BEEN SCRATCHED

The above improvement is welcome, but **the data secured falls far short of the actual new housing starts** - because as stated on page 8 . . . "This estimate is based on information about residential construction from previously identified informed sources, which include: public officials (such as tax assessors, members of local governing bodies, health and sanitary inspectors, builders, building material suppliers, lending institutions, **public utilities, etc.**"

THE "RICHLAND COUNTY METHOD"

If - on the other hand - the Department of the Census, is gathering data for Housing Starts, would use the "Richland County Method" (gathering the building permits from the zoning inspectors for each Township where permits are required; estimating the number for the unzoned Townships; **then check the total against the permits for electricity for new houses** . . . having first added the building permits for cities in the County . . . then the Statistics on New Housing Starts month by month and year by year would eliminate the present terrific **undercount**. Richland County, Ohio could be used as a pilot area for such a project.

ELEMENTARY ECONOMICS

For many years the standard text-book on the subject has been “ELEMENTARY ECONOMICS” by Fairchild, Furness & Buck. On page 95 of their 5th Edition we find this important definition:

“**Entrepreneur:** Some one must **borrow the capital, decide what to produce, and employ labor and land** to produce it - in the hope that the venture will be successful enough to pay him profits over and above the fixed interest which he must pay to the owner of the capital. If the business is a failure, he must use his own resources to pay back the capitalist, and to discharge his legal obligations to the land-owner and the laborers. **Any one who performs this function of organization, planning & risk-bearing is termed an ENTREPRENEUR.**”

Take your copy of “Everybody’s French-English and English-French Dictionary” published by David McKay Company, New York: in the right hand column, page 64: “**entrepreneur**, (means) contractor” and in the English-French section, page 145 left hand column: “**builder** (means) entrepreneur.” In other words, a **builder-contractor** is an **entrepreneur**, (or, in English, an “**enterpriser**”) a man who puts other men to work.

A MAN WHO PUTS OTHER MEN TO WORK - A CONTRACTOR-BUILDER

“Job-making” is one of the big problems facing our economy. Accordingly, “**job-makers**” **should be given every possible encouragement.** The Samuel Gompers formula: “higher and higher and higher wages” has reached what economists call “the point of diminishing returns.” Higher wages and higher price materials have made one product after another **more difficult to sell.** The old theory that “wages follow prices” has become reversed.

An example of the “lift” which **one** contractor-builder can give to the economy: building 25 new homes a year, a typical Mansfield contractor-builder employs the following kinds of labor: excavators, well-drillers, cement masons, carpenters, plumbers, electricians, cement finishers, roofers, painters, lathers, plasterers, bricklayers, floor tile installers, hard wood floor sanders, heating plant installers, home-insulators, common labor for ditch-digging, aluminum siding applicators . . . He has his own designer. **His total payment for all kinds of labor for a year (1959 was \$95,842.65.** This includes all carpenters, electrical, painting, floor covering, grading, dry wall and clerical payroll, but **does not** include wages to the following: brick layers, block layers, cement finishers, tinnerns, plumbers, excavators, aluminum siding applicators and insulators, since these workers are employed by subcontractors. In a year’s time, for 25 new houses, he buys the following materials (1959 figures) (at least 25% of whose cost is represented by **off the site labor: on-site labor** represents about 45% of the new house cost.)*

Lumber . . .	\$59,047;	Aluminum Siding . . .	\$15,744;	Concrete . . .	\$26,792;	Ply-
wood . . .	\$20,092;	Plumbing and Heating (including gas furnaces) . . .	\$53,957;	Wiring and Electric Supplies . . .	\$9,575;	Built-in Range, etc. . . .
Windows . . .	\$13,044;	Insulation . . .	\$3,850;	Ceramic Tile . . .	\$5,976;	Paint and
Floor Covering . . .	\$12,848;	Builders Hardware . . .	\$3,631;	- - - - -		
TOTAL . . .	\$233,962.00.					

*On site labor wages paid by subcontractors: Siding \$4,723.20; Plumbing & Heating \$16,187.10; Insulations \$1,925.00; Ceramic tile \$2,390.40; Cement Finishing \$3,600.00; Brickmasons \$22,000.00; Excavators \$4,500.00; Foundation pouring \$15,600.00; Landscaping \$9,500.00. Total . . . \$80,425.70.

There are some 35 Contractor-Builders in and around Mansfield(quite a number of whom have purchased farms and laid out Allotments). Their total purchases of building materials and supplies and the wages they pay to building trades labor, sub-contractors, etc., make quite a contribution to the economy. **They should not be penalized and discouraged** by any such restrictive National legislation as the proposed legalization of **secondary boycotts.**

A Threat to Contractor-Builders . . . “Secondary Boycotts”

A “Primary Strike” is one in which a Union strikes the particular employer with whom it has a labor dispute. But when building trades Unions (and there are approximately 20 of them) picket contractors and sub-contractors on the construction site, **other than the particular sub-contractor with whom they had the dispute**, in order to cause other contractors and sub-contractors to cease doing business with that sub-contractor, the Supreme Court holds (in the Denver Building Trades case) that they are engaged in **secondary boycott** activity in violation of Section 8 (b) (4) of the Taft-Hartley Act.

WHY SHOULD IT BE PERMITTED?

As Senator Barry Goldwater asks, in his address to the Senate on April 1/1960:

“We prohibit this type of anti-social activity (secondary boycotts) in practically all other industries; **why should we permit it in the construction industry?** . . . Since 1947 Congress has outlawed secondary boycotts because they are devices which cause serious and often irreparable economic injury to neutral employers and their employees who are not involved in any labor dispute with the boycotting Union. There is no justification for depriving neutral employers and their employees in the building construction industry of protection against secondary boycotts -- while justifiably, in other industries, neutrals continue to enjoy such protection.”

Senator Goldwater’s address also makes this point: “In the overwhelming majority of cases, building construction Unions use the secondary boycott to eliminate all nonunion contractors, subcontractors, and their employees from engaging in any construction project. This is done by picketing the project, pulling all union men off the job, and continuing their economic pressure until all nonunion contractors and employees are replaced exclusively by Union employers and employees. This is now unlawful. The Kennedy and Morse bills would legalize it.”

The incoming Administration is preparing to go all-out to stimulate employment . . . it is to be hoped that **employment-reducing** legislation like legalizing common situs secondary boycotts, will not be part of their program.

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WHY NOT A “COMPACT HOUSE?”

The “Compact Car” proved to be a big “lift” to the Automobile industry (26% of total U.S. sales of automobiles in 1960; industry officials estimate (Wall Street Journal article, December 23) that in the 1961 model year, “compacts” will capture between 35% and 50% of all U.S. car sales) Why not a “Compact House” - to stimulate the building of more new homes? It might well use - as a basic pattern - the “Connecticut story and a half Farm House”. Very good-looking, with its recessed porch and other attractive features . . . for small families to start with; so designed that additions could be made from time to time. This might be worth the consideration of The National Association of Home Builders and other sponsors of model homes incorporating improvements, tested new materials and techniques. The Ranch Type home has had its inning.

THE BATTLE FOR SAVINGS

Headlines in the newspapers and business magazines highlight the increasing competition for savings. One of the most arresting of these headlines - referring to an UPI dispatch from Washington - appeared in the MANSFIELD NEWS-JOURNAL of December 9/1960;

"BUSINESS SLUMP BLAMED ON SAVINGS BOOM"

Quoting from the news article which followed: "Savings are booming, if business isn't. **The thrift boom is at least partly responsible for the present slack in many lines of business.** Government statistics show Americans have more than \$307 billion - a record - in savings. Recently, the figures indicate, they have been adding to their savings at a faster rate. A recent Federal Home Loan Bank Board report showed that in July, August and September, the savings total rose by 4.3 billion - an unusually large increase for Summer months when people usually are spending heavily on vacations" . . .

This is a "Pretty How-Do-You-Do?" which the National Thrift Committee and all financial institutions whose intake of savings determines the volume of home loan and other mortgages they can make, do not welcome. One of our own recent newspapers advertisements starts like this: "FROM SAVING COMES HAVING" - an old Scotch proverb that Benjamin Franklin - the great American apostle of thrift - was fond of quoting. The UPI dispatch philosophy would change this to read: "From Saving Comes Recession."

"FUN MERCHANDISE" VS "OWN YOUR OWN HOME"

Last week an out-of-town banker - at one of the Lake Erie resorts - telephoned to ask whether a certain party - one of our loan customers - was keeping up the payments on his mortgage with us. When I reported that he was, the banker went on to say that he was **delinquent** on the loan made last Summer to finance the purchase of a cruiser - and now wanted to liquidate that debt by turning the cruiser over to the bank (I was tempted to say that it served them right - they never should have made the loan to him in the first place, until he had reduced his home mortgage **way down**).

Other local examples of imprudent purchase (on time payments) of "fun-merchandise": A Mansfield man not long ago was furloughed by the local manufacturing plant where he had been working. His wife, who had previously worked in a beauty shop, took a re-fresher course and opened a beauty shop in their home. Did very well - paid up their back debts; put their home mortgage back in good standing. **At this point her husband purchased a \$1,400 boat . . .** Another Mansfield couple were buying a home on a "land contract"; so much down, so much per month. **He purchases a motor cycle at \$1,800. . .** takes his young son for a ride with him; skids off the road, breaks the boy's leg, entailing a sizeable doctor bill . . . The local agent who had sold him the machine had written the factory; "Business is picking up; just sold a Model A to John Doe." He should have added a PS: "**He couldn't afford it, and had no business buying it.**" The same comment goes for the purchaser of the \$1,400 boat. "AIN'T WE GOT FUN" - a popular dance-tune song of some years ago threatens to become our new National Anthem.

WHAT ABOUT “SHELL HOUSES”?

In an effort to by-pass “Administered Wages” in the Building Trades, higher cost of building materials and other factors that have pushed the cost of a new home higher and higher, various short-cuts have been resorted to . . . one of the most recent ones the so-called “Shell House” or “Package House” - part of the “Do-It-Yourself” movement.

Fantastic savings are offered over the Radio, in newspaper advertisements and other forms of publicity, to purchasers of “Shell Homes”. For example: **“This Coupon Could Save You \$6,000 on a New Home”** from a recent newspaper advertisement by a prominent “Shell House” manufacturer. (One of their competitors, newly come to this area, moves the figure up to \$8,000).

Other advantages claimed for “Shell House” purchasers, in the \$6,000 - saving advertisement: **“Save 40%;** free supervision; on-the-spot financing”. And from other newspaper advertisements of this same “Shell House” manufacturer: **“Save 50% on your new home by using one of our Money-Saving Home Ownership Plans. Do part of the labor yourself, and let us arrange for the rest.** One of our experts gives you F R E E supervision every step of the way to the completion of your home. Before you build or buy, you owe it to yourself to see the magnificent (name of model home). Basic Shell only \$4,695.00 (44x38 size). **Everything you need is included. Even if you provide none of the labor yourself, it is still possible to save several thousand dollars.”**

GOOD LOOKING HOUSES - GOOD DESIGN - GOOD MATERIALS

In our experience with various makes of “Shell Houses” (our appraisers have looked at I don’t know how many of them hereabouts) we find them well designed, of good quality building materials (lumber, etc). It is the **method of financing** that is so full of possibilities for misunderstanding.

METHOD OF FINANCING

It sounds easy as pie in the advertisements and other publicity. **“Everything you need is included”**. “Own the home of your dreams for less than the cost of present monthly rent . . .”, “With on-the-spot financing there’s no waiting - you can be under your own roof in just 30 days”. In making a sale, customarily the “Shell House” manufacturer arranges for a 10 year construction loan (the price of the shell plus extras - credit check, transportation, etc.) the purchaser to pay so much per month . . . How does this work out? See pages 50 and 51 for examples:

LETTING THE FACTS SPEAK FOR THEMSELVES

How do the “Easy Payments” work out. Take a typical case which involves the “Shell House” model on which the manufacturer claims the purchaser can **save 40%**; a good size frame house, 6 rooms, 1½ baths; 2-car attached garage. The manufacturer’s invoice reads as follows:

Shell	\$5,945.00
Garage	995.00
Solid glass door	185.00
Sales tax	213.75
Investigation	150.00
Delivery charge	245.00
Insurance	246.00
Foundation	1,000.00
TOTAL	\$8,979.75

And how much more than that did the customer have to pay to get the home completed - ready to live in? Here it is: the contractor’s bill:

(1) frame the home in and place siding on house, apply roof shingles, hang garage door and all exterior doors. (2) Rough in plumbing, complete heating and wiring. (2) Apply and furnish rock lath, plaster grounds, corner beads, and corner rites. (4) Plaster complete home, smooth coat or swirl finish. (5) Furnish tile and drains and gravel for basement. (6) Furnish, pour and finish cement for basement. (7) Backfill around house and push as much dirt as can be gotten into the garage for fill. (8) Place spouting around complete house, with four down spouts. (9) Furnish and install kitchen cabinets and interior trim.

Contractor’s price for above work and materials.....	\$8,000.00
The invoice for the “Shell” was	8,979.75
Cost of taking it from there and completing	8,000.00
TOTAL ACTUAL COST	
(including “pay-of” of construction mortgage)	17,272.62

HOW’S THAT FOR SAVING MONEY ON A “SHELL HOUSE”?

Three of Mansfield’s best contractors tell me that they can build a new house, exactly like the best of the “Shell Houses” sold hereabouts, and save the customer money (One of them told me he could beat the “Shell House” price by \$1,000).

Take another case: A “Shell House” - 5-rooms and bath, basement, 1-car attached garage.

The manufacturer’s invoice runs as follows:

Shell	\$3,355.00
Hip style roof	695.00
Oil Heating plant	730.00
Wiring	325.00
Sales Tax	153.15
Delivery charge	452.00
Foundation	1,000.00
TOTAL	\$6,710.15

The “pay off” balance on this construction loan was \$7,076.00. In order to complete the house, it was necessary to secure a new mortgage to pay off the construction loan plus the cost of labor and material -- furnished by a neighboring contractor who agreed to take care of same at a good discount from the usual charge. New mortgage . . . \$10,000.00.

Most “Shell Houses” are “frame” construction - but they can be “brick veneer”. One such case we financed recently:

This was 5 rooms and bath, brick veneer, 2 car attached garage. The “pay off” on the original “construction loan” was \$8,686.80 but it required a new mortgage loan of \$14,625.00 to complete the house - nearly \$6,000 more. The manufacturer’s catalog says this model is “easiest to finance and erect”.

A CLOSE SHAVE

We had made a mortgage for the limit which the appraisal would carry, to a young couple who had started out with a “Package House” . . . but they still needed \$2,100.00 to complete the house. It looked as though they were headed for trouble when we asked whether they happened to own any additional real estate - yes, they said, but in an adjoining County. We made a mortgage loan of the required \$2,100.00 - and got them out of a hole.

Some purchasers of “Shell Homes” with a sizeable Construction Loan on a half-finished house, have told us they felt like leaving the house as it stood, and losing all they had put into it. But that was an extreme case; usually we can help them work something out (with help from relatives or others).

TO SAVE MONEY THE PURCHASER MUST DO A LOT OF WORK HIMSELF

Many husbands are a “handy man about the house” but unless the prospective purchaser of a “Shell House” is a combination carpenter, plumber, electrician and painter, he would do well to “look” before he “leaps”.

"SHELL HOUSE" PURCHASER MUST ARRANGE FOR RE-FINANCING

The construction loan set up by the manufacturer of the average "Shell House" is for something like \$6,500 and up on what is really a **half finished house**. If the purchaser is going to be able to complete the house, ready to live in, he must re-finance the project -- that is, find some local financial institution willing to make a mortgage large enough to pay off the existing "Construction Loan" PLUS enough money to pay for the material and labor needed to complete the house. That's the rub - for reasons outlined below.

DIFFICULT TO GET A NEW LOAN ON A HALF FINISHED HOUSE

A Building & Loan Association or other lender customarily makes a "Construction Loan" in four installments: (1) Basement foundation completed; also garage foundation if attached; first floor joist in place and sub-floor laid; sewer and water lines connected to city mains or septic tank; leaching bed installed. (2) Frame up complete with windows in; roof on, also cornice work completed; all partitions set. (3) All wiring and rough plumbing in, including bath tub; plastering or dry wall completed including taping of joints; rough grading and driveway slagged or gravelled. In Winter house should be closed up so it can be heated; basement floor should be cemented. (4) House should be completed; all brick or stone laid; siding on and painted 2 coats; all cement work completed (except in Winter); walks and stoops as soon as weather permits. All inside work completed including painting and varnishing; all hard wood floors and all linoleum floors and counter tops in place. All light fixtures and plumbing fixtures installed. Kitchen cabinets in.

AVERAGE "SHELL HOUSE" ONLY HALF FINISHED

In order to qualify for adequate re-financing, a "Shell House" should be **three fourths** finished. How to get it to the three fourths stage is the big problem. Before purchasing a "Shell House" a prospective purchaser should insist upon getting: (a) an itemized list of **everything** included in the "shell" - material and labor both; also all extras, like investigation fee, transportation, etc., also the interest on the construction loan; and (b) an itemized list of the material and labor needed to complete the house.

OTHER LITERATURE ON THE SUBJECT

Readers wishing to pursue the subject at greater length will find a long interesting article "THE SHELL HOUSE BOOM" by A. M. Watkins in The AMERICAN HOME Magazine for September 1961. Other articles: "A Look At Shell Housing" by Lester Mason, in Burroughs Clearing House for January 1962. "Who Buys Shell Houses?" in HOUSE and HOME for February 1962.

**The Story of
“A Message To Garcia”**

The Story of "A Message To Garcia"

By H. Kenneth Dirlam



Lieut. Andrew S. Rowan

THE STORY OF "A MESSAGE TO GARCIA"

A patent - a formula - has proved the secret of many a business success. Occasionally a "literary venture" shares the spot light. Only a few paragraphs...less than 1500 words... originally published without a title in a little magazine of limited circulation...referred to by its author as "an insignificant article" and distributed largely by one of his business acquaintances -- our story goes back to horse & buggy days - the Gay Nineties.

In the Spring of 1894 (May 15th) while they were students at Harvard, Herbert S. Stone and Ingalls Kimball published the first number of America's original "little magazine" - The CHAP-BOOK, primarily to advertise their own book-publishing business, into which they had ventured at the suggestion of Eugene Field (columnist on the Chicago Daily News, founded by Stone's father, Melville Stone). Attractively printed in two colors, with contributions by leading writers, illustrated with pen & ink drawings by well known artists, The CHAP-BOOK in less than a year boasted a circulation of 12500 and a nation-wide reputation. Its success led to the appearance of more than two hundred other "little magazines" mostly in cities - New York, Philadelphia, San Francisco, Portland, Maine - but the most famous of them all, "The PHILISTINE: A Periodical of Protest" hailed from East Aurora, a little village 18 miles SouthEast of Buffalo...whose chief production was fast race horses. Its sponsors, Elbert Hubbard and his literary friends Harry P. Taber and William McIntosh called it "The PHILISTINE" as they were aiming at the "chosen people" in literature - writers, critics, editors - particularly editors who had rejected their own compositions; half of the first number was a burlesque on Ruth Ashmore's "Side Talks with Girls" in The Ladies Home Journal. Taber was the editor, and appears to have been largely responsible for the little publication; the copyright (June 4, 1895) is in his name.

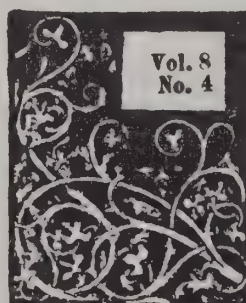
How much of a stir such a little magazine as The PHILISTINE would create today is anybody's guess, but if we can believe its sponsors, in Mid-1895 it "caused quite a fluttering in the literary dovecotes" and

The hilistine

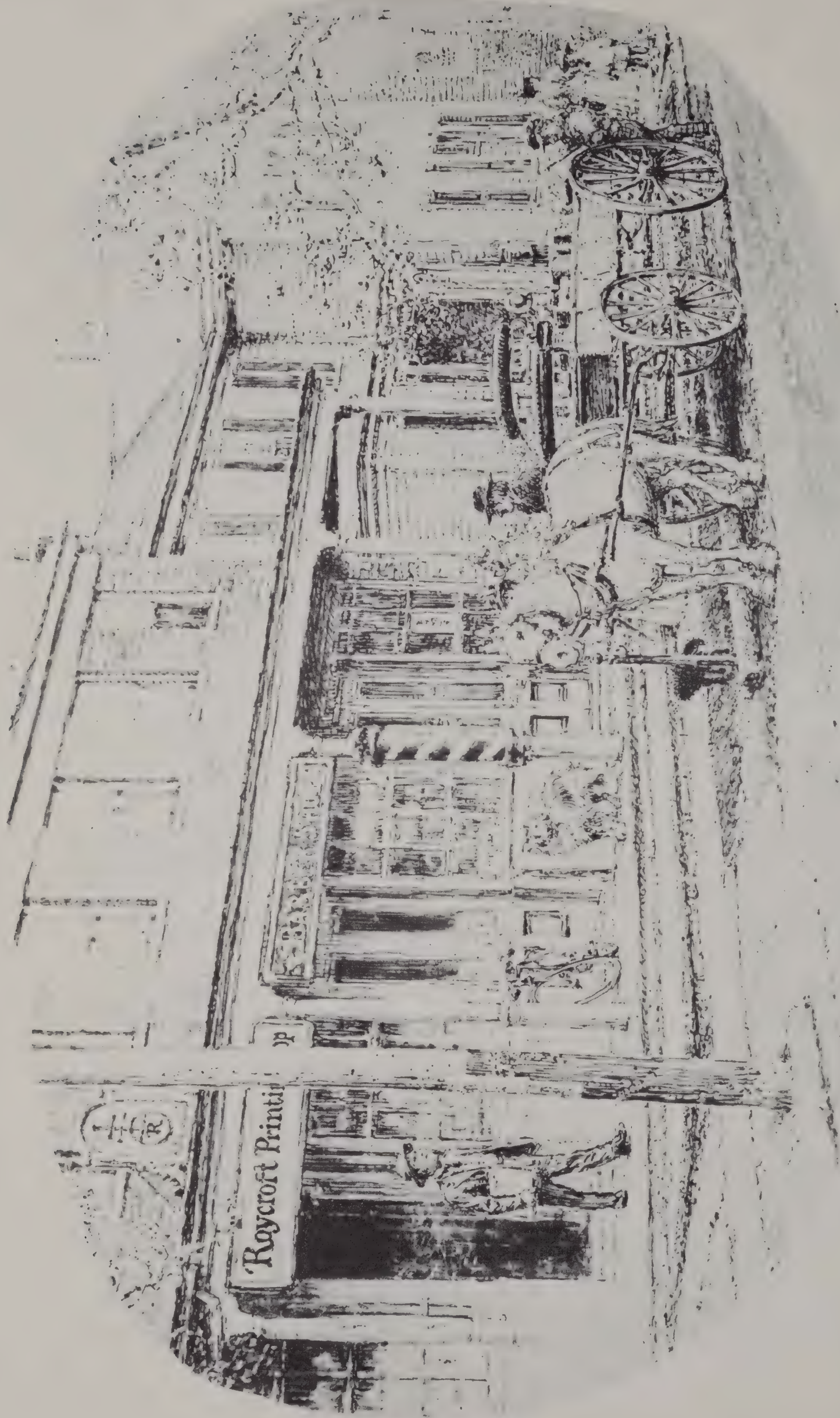
A Periodical of Protest

Profanity does not consist in saying damn. Profanity consists in writing it d——n.

❧ ❧ ❧



Printed Every Little While
for The Society of the Phil-
istines and Published by
Them Monthly. Subscrip-
tion, One Dollar Yearly
Single Copies, Ten Cents.
MARCH, 1899 ❧ ❧ ❧



John Rae '47

Birthplace of "The Philistine" and "Little Journeys"



N ALL this Cuban business there is one man stands out on the horizon of my memory like Mars at perihelion.

When war broke out between Spain & the United States, it was very necessary to communicate quickly with the leader of the Insurgents. Garcia was somewhere in the mountain fastnesses of Cuba—no one knew where. No mail nor telegraf message could reach him. The President must secure his co-operation, and quickly →

What to do?

Some one said to the President, "There's a fellow by the name of Rowan will find Garcia for you, if anybody can."

Rowan was sent for and given a letter to be delivered to Garcia.

How "the fellow by the name of Rowan" took

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THE PHIL- ISTINE

Opening paragraphs
of the then unnamed
"Message To Garcia"
as it first appeared in
"The Philistine".

sufficient subscriptions to warrant continuing the venture. Taber - associated with White & Wagoner publishing a small weekly newspaper and doing job printing on the side - set the first numbers of The PHILISTINE in type, by hand, in the White & Wagoner composing room and then printed the magazines on one of their platen presses. Feeling the urge for something more ambitious, he (Taber) set up a little shop in a separate room at the rear of White & Wagoner's, calling it The Roycroft Printing Shop after a famous early English printer. Here he set the type - by hand of course - and he and his brother Horace printed the first Roycroft book "The Song of Songs" on a second hand Washington press. Some idea of what a job it was, can be gathered from the colophon:

Copies of this first Roycroft book, The Song of Songs, which went begging at \$2 per copy when first published, fetched \$25 at the auction sale of a famous man's library at New York City, April 20th/1900. The book was printed on hand-made paper, with rubricated initials, with the Roycroft trade mark, drawn by Taber, on the cover.....the same mark used by Jenson, famous early Venetian printer, except that it had an "R" in the lower half-circle, where Jenson used a large dot.



AND HERE, THEN, IS FINISHED THIS NOBLE BOOK, BEING A STUDY BY ELBERT HUBBARD AND A REPRINT OF THE SONG OF SONGS: WHICH IS SOLOMON'S, TAKEN FROM THE HOLY BIBLE. PRINTED AFTER THE MANNER OF THE VENETIAN WITH NO POWER SAVE THAT OF HUMAN MUSCLE BY HARRY P. TABER, AT THE ROYCROFT PRINTING SHOP, THAT IS IN EAST AURORA, NEW YORK. BEGUN ON SEPTEMBER THE THIRD DAY, MDCCCXCV, AND FINISHED---THANK GOD!---ON JANUARY THE TWENTIETH DAY, MDCCCXCVI.



Harry P. Taber
20 January, 1938.
aged 42 years

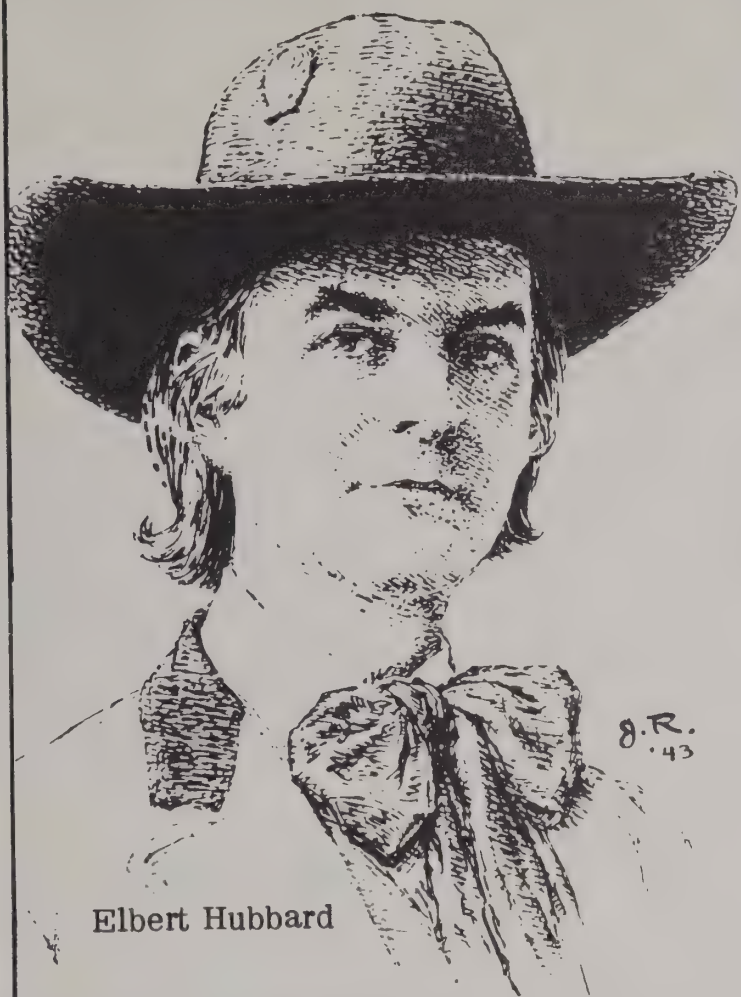


ORIGINAL SHOP

Shortly after the book was finished Taber and Hubbard parted company, Taber having several months earlier sold Hubbard his financial interest in The PHILISTINE and The Roycroft Shop. The little enterprise made headway, and in December 1897 Hubbard announced their moving into a new Shop:

"Up to this time the "Roycroft" has had its habitation in an old rented building. But the increasing subscription list of The PHILISTINE has made better quarters necessary - and it so happens that the next number of this magazine will be issued from our new Shop...It is 26x60, built solidly and well, like a Roycroft book...In being thus well housed we expect to think better thoughts and make finer books".

"We were having a lot of fun" he wrote about this period afterwards, "with new subscriptions for The PHILISTINE coming in almost every day, and once in a while an order for a book".



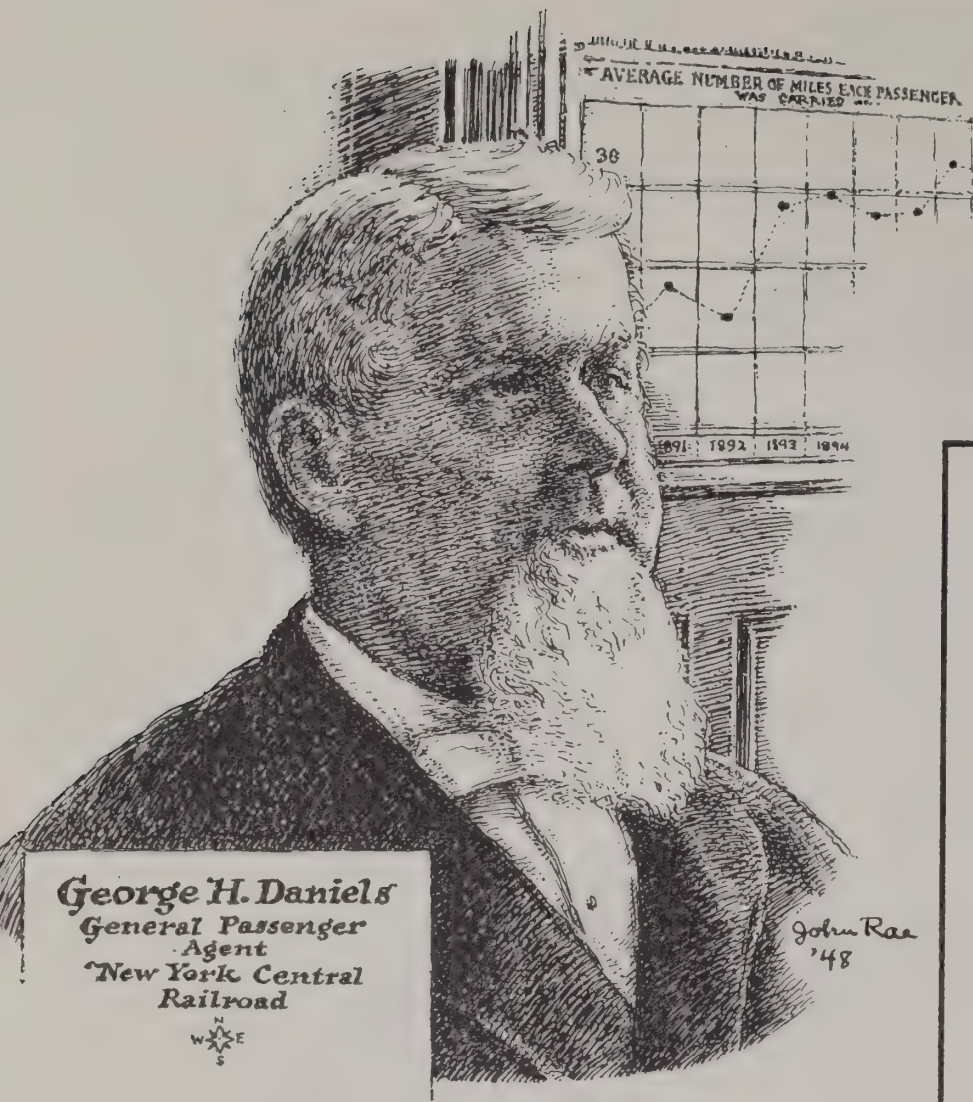
Elbert Hubbard



Harry P. Taber



William McIntosh



George H. Daniels
General Passenger
Agent
New York Central
Railroad

A MESSAGE TO GARCIA:

BEING A SMALL HOMILY BY
ELBERT HUBBARD

DONE INTO A BOOKLET BY THE
ROYCROFTERS AT THE ROYCROFT
SHOP, WHICH IS IN EAST AURORA,
ERIE COUNTY, NEW YORK, U. S. A.



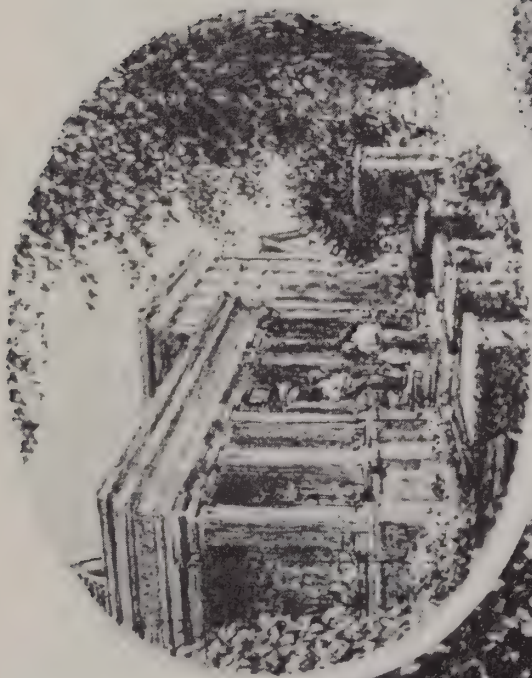
Andrew S. Rowan, First Lieut. 19th Infantry, U.S. Army, enters the picture at this point...and this is how it happened. Having carried President McKinley's message to the leader of the Cuban army, Rowan had written a full account of his exploit for McClure's Magazine (August issue 1898), "My Ride Across Cuba". Leslie's Weekly had carried a shorter article about Rowan's adventure in its July 7th number. Reading one or more likely both of these upon his return from Europe where he had been gathering material for LITTLE JOURNEYS, Elbert Hubbard was inspired to write the little preachment which, almost overnight was to make the little Roycroft Shop and its proprietor world famous. It first appeared in print in The PHILISTINE for March 1899...without any title along with other comment on the Cuban War. The magazines went out; in a day or two orders began to come in for extra copies - a dozen, fifty, a hundred; and when the American News Company ordered a thousand, Hubbard asked one of his helpers what had stirred up the cosmic dust. "It's that stuff about Garcia" he replied. Next day a telegram from George H. Daniels, General Passenger Agent New York Central Lines thus: Quote price 100,000 Rowan article pamphlet form our advertisement on back; also how soon you can ship". Elbert Hubbard replied quoting price and stating that with present equipment (3 small foot-power presses) it would take about 2 years. Under the circumstances he gave Daniels permission to re-print the article in his own way.

"His own way" Daniels describes in an address before the New York City Universalist Club on the evening of May 22nd (1899) - just 3 months after the Message had first been set in type - explaining how he had taken such an interest in it as to undertake the printing and distribution of a million copies. He went on to say that, having been a reader of The PHILISTINE for several years, when he opened the March number he expected as usual to find something interesting. As he cut the leaves he read the Rowan article aloud to his secretary, and as he finished it exclaimed "That's the finest thing of its kind I have ever read". Why not distribute a thousand copies among New York Central personnel? He wired Elbert Hubbard: "Rowan article should be read by every American; print us 1,000 copies as a starter". When these arrived, he ordered another 1,000 - and shortly afterwards, a third thousand. Friends and acquaintances of the New York Central folk read the handsome little booklet - wanted a copy of their own. Daniels began getting requests for additional copies by the score - then by hundreds. We must find some way to meet this demand, he thought; he wired Hubbard for permission to reprint the preachment in The New York Central Four Track News. Permission granted, he ordered the first edition of 100,000 with this note on the title page:

"Having received so many requests from clergymen, teachers, and others interested in educational work, we have decided, with the kind permission of the author, to make "A Message to Garcia" one of the Four Track Series, and to print it in editions of 100,000 until the demand is satisfied, if it takes the entire 20th century to accomplish it".

Before copies of the first 100,000 had been received, he had requests from every state in the Union, aggregating nearly 150,000 copies; he telegraphed the printer to order paper for an additional 200,000. Shortly a contract was signed for the fourth and fifth hundred thousand - then negotiations for a second half million.

In a matter of months, Daniels distributed two million copies - to say nothing of its having been reprinted in hundreds of newspapers. By now, all roads led to East Aurora; visitors came not just singly, but in dozens...in train-loads. George H. Daniels ran one excursion train after another to East Aurora - so people could see the man who had written A Message to Garcia. Arriving at the East Aurora station, they were met by a reception committee (enlarged on gala occasions by the addition of the Roycroft Shop brass band) and escorted to the Shop several blocks distant. Rounding the corner of Grove Street, the procession could see the Roycroft Shop ahead on the left, looking like a little church set back from the sidewalk. As they came closer, the author of the Message might be at his desk, inside, or more likely, at the back of the Shop - chopping wood, his favorite exercise. There was no mistaking him, with his dark blue soft collar shirt, black Windsor tie, corduroy trousers, and long flowing hair a la Benjamin Franklin or Henry Ward Beecher. To round out this costume he wore a large, broadbrimmed cowboy hat and stout brown shoes. Conventionally minded men had short hair and wore white shirts, stiff collars, pressed trousers, black hats and shoes; very well, then, a "Philistine" should dress just the opposite; besides, such a costume proved to have advertising value.



The Inn



The Home of the Roycrofters

One addition to the little Shop was soon necessary - then another - and still another. "This Shop is getting too small for our force" Hubbard remarked shortly afterwards to the stone mason who had built their 8-foot fireplace: "let's put up an entire building of field stones". He wrote an advertisement for the village weekly newspaper, offering a dollar a load for boulders. Next morning the stones began to arrive; the second morning there was a procession of loads - wagons loaded with boulders could be seen coming to town from every direction. By the time the farmers stopped hauling, there were boulders enough for three buildings, instead of one. However, they were soon to be needed.

While Mr. Daniels was busy with his excursion trains, and Major Pond with a lecture tour for Elbert Hubbard speaking on "The Work of the Roycrofters". The Roycrofters had not been idle. Almost every issue of The PHILISTINE carried an intriguing invitation to visit Roycroft;

"All good Philistines journeying thitherward will be kindly greeted, and are welcome to seats at the table and a place to sleep - of course without charge. All men & women however, who remain over one night are expected to work for the public good at least two hours a day. There is type-setting, proof-reading, copying & addressing wrappers, besides taking care of the Roycroft baby (limited edition, deluxe copy) cooking, washing - and there is a good big woodpile to fall back on if other work should fail".

So many visitors took, literally, the invitation to "seats at table" that Elbert Hubbard was in danger of being eaten out of house & home - like Thos. Jefferson after he had retired from the Presidency. Accordingly he remodeled the little 1897 Shop into the "Phalanstry":

"The word was first used by Fourier, the French Socialist, and means literally "the house of friends". The Roycroft Phalanstry consists of a kitchen, a dining room seating a hundred people, thirty-eight sleeping rooms, etc. That is to say, it is an Inn, managed somewhat like a Swiss monastery, simple yet complete, where the traveler is made welcome. The prices: meals, such as they are, say 25¢; lodging, 50¢; board & lodging by the week, say seven dollars".

Such a tariff was hardly calculated to keep prospective visitors away.

According to Elbert Hubbard's own figures, over 28,000 pilgrims visited the Roycroft Shops in 1903; they came from every State in the Union, from Canada, various countries of Europe - even such far-away spots as Iceland and New Zealand. The little story-an-a-half Roycroft Shop of 1897, representing an investment of \$3500, had now grown to a famous institution with assets of over \$300,000...thanks largely to A Message to Garcia. How many times it has been printed & reprinted nobody knows. In his letter to the Buffalo Public Library of January 5, 1900, accompanying the original manuscript, Elbert Hubbard states that within ten months A Message to Garcia had been reprinted over nine million times. Later he put the figure at 11,000,000 and in 1913 moved it up to 40,000,000; recent estimates have been as high as 100,000,000.... second only to "In His Steps" as America's top best seller. Even today, orders for it are believed to total 100,000 copies per year. Besides the Roycroft and New York Central editions, it has been widely used in oratorical contests; it is standard short hand instruction in business colleges; the U.S. Army uses it in the officers training manual; a man in Buffalo made a hobby of collecting newspaper & magazine clippings about it. Twenty years after it was written, every sack of mail for the Roycroft Shops brought orders for it: a single copy, a dozen, a hundred or more - sometimes a thousand. One order that year, called for 50,000 copies - a special edition for the U.S. Navy.

Paradoxically, A Message to Garcia contains not a single word of the actual message McKinley sent to the Cuban leader; and how Rowan "took the letter, sealed it up in an oilskin pouch, strapped it over his heart, and in four days landed off the coast of Cuba" is dismissed in a single paragraph. In the preface to the 1913 edition, Elbert Hubbard credits the astonishing circulation of A Message to Garcia to "a series of lucky accidents" and doubts whether such a favorable conjunction would ever repeat itself. Early in World War II Mark Wayne Clark had another Rowan-like war adventure; where is there another Elbert Hubbard and a second George H. Daniels?

A letter from Arthur L. Johnson to ROTARY District Governor

April 9th, 1948

"An article in the April issue of The ROTARIAN deeply impressed me and I want to recommend that all members read it. I have read A Message to Garcia several times before, but this time it left a lasting impression - so much so that I had difficulty in interesting myself in other articles in the magazine because I could not get this article out of my mind. I feel the urge to do something about it, because this message seems to me the answer to many of the problems of the troubled world today; "A Message to Garcia" should be revived and millions of copies again distributed thruout the world.

Take fifteen minutes to read this message and I'm sure you will feel as I do about spreading its gospel. I feel that every young man and woman of high school age should read this article; and, there is excellent meat in it for a lecture or sermon - just the type of message to bring before a senior class at Commencement. I'm recommending "The Message" to several of my friends in the clerical and educational fields who have frequent opportunities to address young people at Commencement Exercises. "A Message to Garcia is especially needed now, after the demoralizing influence on youth of fifteen years of depression and war".

August 1948

"Referring to your article in the April ROTARIAN: Elbert Hubbard was a life long friend of mine; some of his articles were written in my office in Kansas City. He had run across some contributions I had made to business and trade magazines and these he gathered up and put into book form for me. From this was started a fine friendship. I induced Elbert to address our Rotary Club at luncheon and booked him for a public address that evening. Imagine his surprise when he looked down from the platform and saw 20 Rotarians dressed in long hair and flowing ties - Hubbard enjoyed the joke as much as we did".

Frank L. Brittain

Providence, R. I. August 1948

"I recall that address by Elbert Hubbard to the Rotary Club of Providence. Our meeting was held in a little auditorium on Weybosset St. It was my duty to escort the speaker to the chair on the stage....In those days roll call was the first order of business, each member standing as his name was called, repeating his name & giving his business classification...For some reason the Club barber, seeing me down front, came & sat beside me. A very small man with a high treble voice, he arose when called upon and identified himself as usual: "Wilfred Fontaine, barber, 44 Westminster Street. Hair cutting by appointment". It brought down the house; I thought Hubbard would hurt himself laughing".

Herbert A. Stevens

Carlsbad, New Mexico July 1948

"Referring to your article in the April ROTARIAN: I had an instructor in the New Mexico Military Institute in 1909-1912, Major J. Ross Thomas, who made every boy in his classes read "A Message to Garcia". I made my own two boys read it as soon as they learned to read, and often as they grew older; both have done well - thanks I think, to its teaching. To my mind it is the most powerful article ever written".

E. A. Roberts

Toledo, Ohio July 1948

"Your article on "A Message to Garcia" in the April ROTARIAN was most interesting. Having read up on Elbert Hubbard considerably in recent years, I call attention to his article on Rotarians which appeared in The PHILISTINE in 1914 - quoting in part: "I am an honorary member of four Rotary Clubs. When I spoke before the Rotary Club of Oklahoma City, I was voted in as a farmer; I was admitted into the Los Angeles Club as a publisher; at Duluth I was a bookbinder....."

April 14, 1948

Charles Dick Camp. Spanish War Veterans

"We invite you to be guest speaker at our 50th Anniversary of muster day to give your address on "A Message to Garcia" your article on which we have read in the ROTARIAN".

3544 Grantley Road, Toledo, Ohio
April 1, 1948

"That Message to Garcia" interested me very much for I've been absorbing all the Hubbard lore I could lay my hands on for some time. Last Summer Mrs. K. and I put up in the Richard Wagner suite in the Roycroft Inn, and I visited with Walter Jennings and some of the other old timers. Dard Hunter is a friend of mine and I picked up some interesting stories about him...Look me up the first time you are in Toledo. In the meantime I wanted you to know that I enjoyed your ROTARIAN article very much".

Paul W. Kieser
(Past District Governor)

1100 North Second Street
Atchison, Kansas April 16, 1948

"I wish to congratulate you on your article in The ROTARIAN, reminding even his family that it is 50 years since Andrew Rowan carried his message. Yours is one of the very few accurate accounts of his experiences. Atchison is the home of his first wife, Ida Symms; she and the little daughter were here in this home when he was sent on his mission; the story of how the news finally reached the home town, visited by many reporters, would make an amusing article too. As a lifetime friend, I am living with Miss Effie Symms, sister of Mrs. Rowan, in the 80-year old home filled with tender memories.

Elbert Hubbard spent a day with us; he slapped Andrew on the back and said "Rowan, I've made you famous" to which the Lieut. replied: "Hubbard, I made you famous"... Several copies of The ROTARIAN have been sent to Miss Symms; we thank you for your recognition of Andrew's heroism".

(Miss) Mary Lukens

Savannah, Georgia

May 1, 1899

Elbert Hubbard
Roycroft Shops
East Aurora, N.Y.

"Mr. George H. Daniels has very kindly furnished me with a copy on "A Message to Garcia". You have done me entirely too proud in that beautifully written essay, but to show you that I am not mad I take the liberty of enclosing ten dollars with the request that you enter my name among the subscribers to The PHILISTINE; also six copies of "A Message to Garcia".

Capt. A. S. Rowan
care Mr. A. B. Symms, Atchison, Kansas

(above letter quoted by Dard Hunter in The New Colophon, Vol. I Part I January 1948)

Letter from Rowan to Elbert Hubbard, Camp Meade, Pa., June 29, 1899

"The sketches & large envelope came this afternoon... St. Jerome did a good job with that sketch - at least my fellow officers say so. Thank you for boosting me so far along the road of fame. When asked "What did I get for my exploit - I reply that I have been paid in full several times over".

(also from Dard Hunter's article mentioned above.)

1100 North Second Street
Atchison, Kansas May 6th, 1948

"Thank you kindly for the photographs; I did not expect an answer to my letter. Miss Symms was pleased & surprised - she did not know I had written. We had not seen the photos nor the bronze bust itself (had been in Havana in 1915). It is strange how soon a man is forgotten. Upon his return the Lieut. was acclaimed quite the hero; Mr. E. W. Howe, always an admirer, friend & neighbor of the family, and other interested citizens gave a large reception at the hotel, and quite a number of notables came - now none of the younger generation here even know of the man who carried the Message.

Lieut. Rowan did not like to meet people - scarcely ever left the house when here...He was a walking encyclopedia, but not good as a lecturer..... He returned to Washington after his mission, appeared before his Commanding officer who ordered him to "Report to your regiment". When the boat reached American soil he was amazed to be greeted by dozens of reporters; of course the news flew to Kansas City, the STAR phoned Mr. Symms and reporters arrived. Mr. Symms, a wholesale grocer, didn't know what it all meant....Miss Effie appreciated your fine article - several people in other cities sent us copies of the ROTARIAN..."

(Miss) Mary Lukens

Letter to Lyman Chandler from Rowan (in longhand)

Atchison, Kansas, Sept. 17, 1903

"Your letter of August 13, 1903, over one month old, was handed me this morning, it having been laid aside & forgotten. I have been traveling about ever since I saw you at East Aurora* and am about to act as an umpire in the manoevers at West Point, Kentucky and Fort Riley, Kansas.

I regret I do not precisely understand what is wanted in the way of signing the 100 vellum sheets "on the right hand end" so as to "make them come right". I know so little about the book business - wish you had sent a sample of what you wanted done. Please thank Mr. Hubbard for the beautiful copy of "Friendship" enclosed in your package.

Love to the Roycrofters

A. S. Rowan

* Rowan came to East Aurora on Hubbard's invitation - made a short speech at the Annual Dinner of The PHILISTINES July 4th - said he was not used to speaking; closing with "As to the Message: let me say to those about to make their entrance upon the stage of active life: study discipline; make yourselves competent - then do the thing - submerge yourself..."

"...By the Eternal! There is a man whose form should be cast in deathless bronze..."* His own country never took the hint, but Cuba, placing Rowan high on her roster of heroes, on July 4, 1943, with elaborate ceremonies, unveiled a bronze bust of Rowan in one of Havana's beautiful parks. The year before, the Cuban Society for the Commemoration of Historic Deeds (Commandante Luis Rodolfo Miranda, President) was instrumental in placing a handsome bronze commemorative plaque on the wall of the house at Bayamo which served as General Garcia's headquarters...under the heading "EL MENSAJE A GARCIA" bust figures of Garcia and Rowan, the flags of Cuba and the United States, and an inscription to the effect that it was on this spot May 1, 1898, that General Garcia received Lieut. Andrew Summers Rowan, bearer of the famous Message from President William McKinley of the United States. Several years earlier (August 1938) Cuba had bestowed upon Rowan the order of Knight Commander, Order Carlos Manuel de Cespedes - highest Cuban civilian decoration.

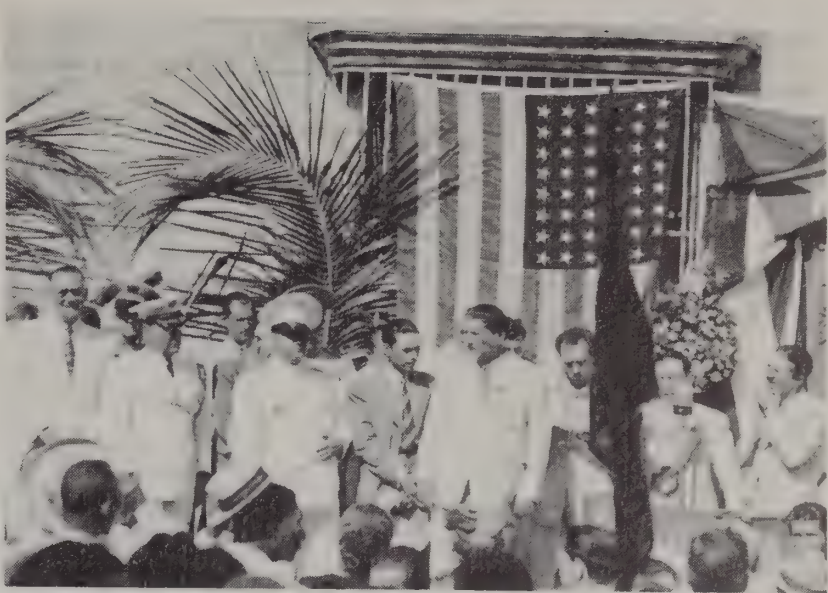
* "A Message to Garcia" - referring to Rowan



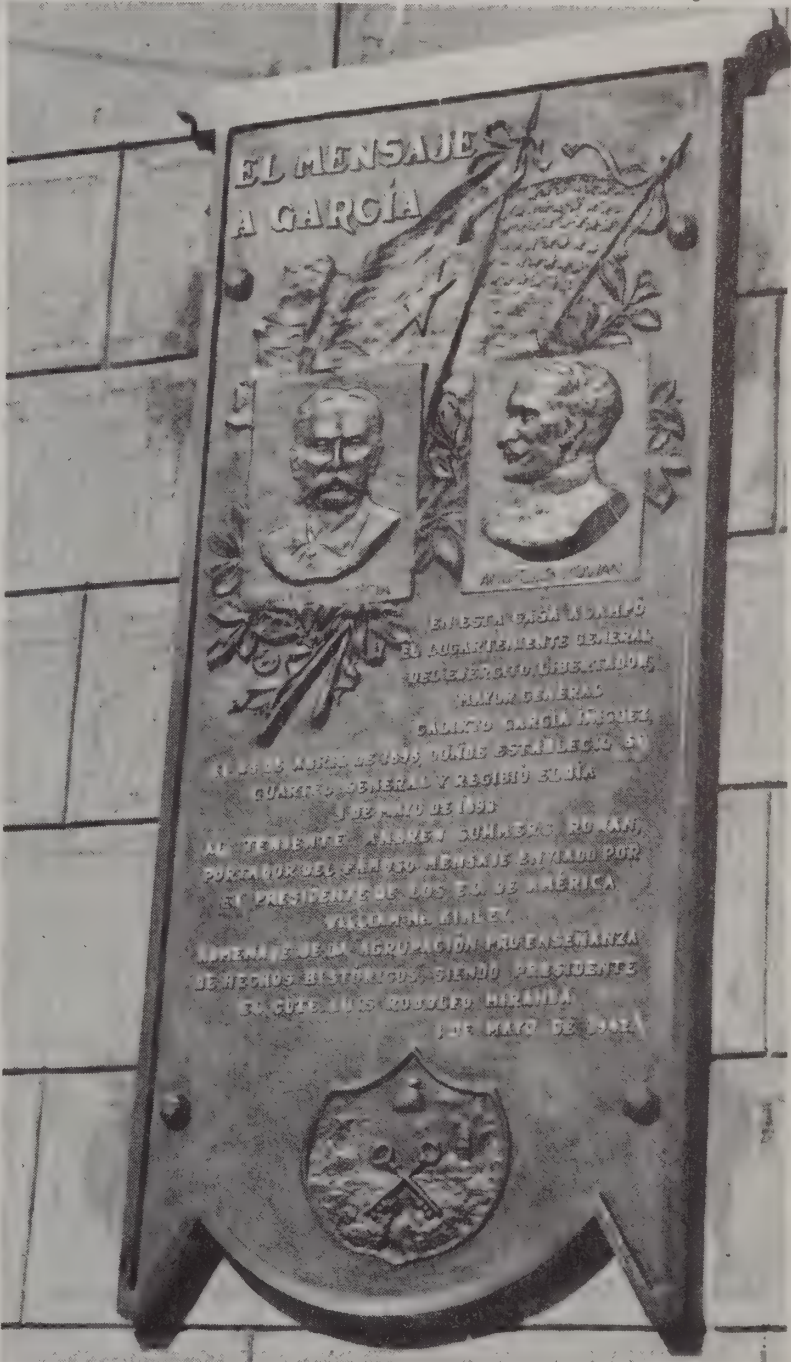
Dedication of the bronze bust of Lieut. Andrew S. Rowan at "Parque de Main" in Havana on July 4, 1943.



Commandante Luis R. Miranda and Col. Albert L. Loustalot, member of the American Embassy.



Unveiling of the plaque shown below marking General Garcia's headquarters at Bayamo.



This bronze plaque was designed and made by a famous Cuban artist, Juan Hernandez Giro. The plaque is fastened to the front wall of the building used by General Garcia at the time Andrew Summers Rowan reached him with the famous message.



Rotary Club de la Habana

HOTEL NACIONAL DE CUBA

CLUB No. 226 FUNDADO EN 1916



PRESIDENTE:
JOSE GASCH
VICE-PRESIDENTE:
JOSE BORRELL
SECRETARIO
FEDERICO G. MORALES
TESORERO
OSCAR SIGARROA
VICE-SECRETARIO
PEDRO LUIS CAPESTANY
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MANUEL CALLEJA
AUXILIARES DEL
SARGENTO DE ARMAS
CARLOS LONNBERG
JOSE A. COLLADO RECIO

January 16,
1946

Mr. H. Kenneth Dirlam,
Rotary Club,
MANSFIELD, OHIO, U. S. A.

AIR MAIL.

Dear fellow Rotarian:

I am so glad you received the literature I sent you concerning the "Message to Garcia", although perhaps a little late, and I shall look forward to reading it in due course.

Complying with your wishes I am sending to you air-express several photographs which I believe contain the objects you want. I owe all this material to the man who does more than anybody else here in Cuba in that respect, for he was himself of the staff of General Garcia, Com. Luis Rodolfo Miranda, a fine man indeed. Com. Miranda has the only complete file on this subject and what I am sending to you is the only thing there is; so that I hope you will find among them just what you want.

Trusting that you will find what you need and, if not, please do not hesitate to let me know, for I shall be only too glad to be of some assistance.

With good wishes and best regards,

Very sincerely yours,

JOSE BORRELL,

(OVER)

PAR DE SI ANTES DE PENSAR EN SI — SE BENEFICIA MAS QUIEN MEJOR SIRVE

From the Vice President of the Havana Rotary Club



Ceremony dedicating the bronze plaque at the Acera Del Louvre in Havana.



Commandante Luis Rodolfo Miranda displays a plaque in Havana prior to its installation in Bayamo, Cuba.

Recent publications in Cuba* underline the esteem & affection with which Rowan is remembered by our sister Republic; page after page is devoted to his exploit, and the part it played in the struggle for Cuban independence. In one of them we get an eye-witness account of Rowan's arrival with the Message. Rather early in the morning, General Garcia, who at the moment was shaving, ordered that Lieut. Fernandez who accompanied Rowan, be admitted. Fernandez explained that he had come commissioned by General Rios, accompanied by a North American, Lieut. Rowan, and handed General Garcia a paper sealed by Rios. Garcia broke the seal, read the contents, and ordered that Lieut. Rowan be admitted immediately. Rowan carried a brief-case of the sort used to carry documents.... Fernandez judged its contents very important from the extreme care with which Rowan handled it. Another eye-witness reported that Rowan, upon arrival (in civilian clothes - dressed as an English hunter) showed signs of great fatigue. Garcia, Rowan, and Garcia's chief of staff remained together in the room, after signalling the others to retire. On concluding the interview Rowan addressed Lieut. Fernandez: "Now indeed Cuba is going to be independent, because the United States is going to help you". Fernandez sat next to Rowan at the dinner given by General Garcia that evening, and accompanied him on the perilous return voyage to the United States. (In a letter to Commandante Miranda, March 29, 1936, Rowan says the "message" was oral - lest if captured by the Spaniards he be treated as a spy.) Back in Washington, after receiving his report, General Miles wrote to the Secretary of War: "I recommend that First Lieut. Andrew S. Rowan, 19th Infantry, be made a Lieut. Colonel...Lieut. Rowan made a journey across Cuba, was with the Insurgent Army under Lieut. General Garcia, and brought most important & valuable information to the Government. This was a most perilous undertaking, and in my judgment Lieut. Rowan performed an act of heroism & cool daring rarely excelled in the annals of warfare". Even so, on a technicality, it was not until August 21, 1922 - twenty-four years later - that Rowan was awarded the Distinguished Service Cross. (By contrast with his success in delivering the Message, two other Army men failed completely to contact Generalissimo Maximo Gomez on a similar mission at the same time.)

*"Reminiscencias Cubanas", "Temas Cubanas" and "Recuerdos de Oriente" by Commandante Luis Rodolfo Miranda, distinguished Cuban patriot later Under Secretary of State. One book: "Rowan - Protagonista del Mensaje a Garcia, reprints the addresses (with numerous photographs) at the unveiling of the bronze bust of Rowan, Parque del Marne, Havana.

"How I Carried The Message to Garcia" by Col. Andrew Summers Rowan - 32 pages and cover - was published by Walter D. Harney, Hewes Building, San Francisco.....an enlargement of his article in McClure's Magazine for August 1898. The San Francisco CHRONICLE of August 29, 1922 carried an interesting account of Rowan's receiving the Distinguished Service Cross.

Excerpt from the Foreword SINNERS: THIS IS EAST AURORA!
The Story of Elbert Hubbard & The Roycroft Shops

As Elbert Hubbard used to say, the affair passed off fairly well - with attention more or less sustained. Really, we had a wonderful time. Using half a dozen Roycroft books from the public library as "exhibits" we talked radio dialogue style about 45 minutes.....how The PHILISTINE, LITTLE JOURNEYS and The ROYCROFT PRINTING SHOP had come into existence - in what had recently been East Aurora's general store - next door to Harry Whitney's barber shop; two years later, the little country-church-like Roycroft Shop on Elbert Hubbard's lawn, alongside his home; taking boys and girls off the streets and teaching them trades -- printing, book-binding, illuminating.....the fabulous story of "A Message to Garcia". Then a question and experience meeting for nearly two hours longer. The president of the Nomads recalled a story her mother used to tell. One summer, before her marriage, she had been visiting her cousins at Hamburg, New York - young women of about her own age. Why not drive over to East Aurora, 15 miles away, and see the little Roycroft Shop about which they had heard so much? On the way a heavy rain came up; by the time they reached East Aurora, the rain had stopped, but Grove Street (an unpaved country road then) was a sea of mud. From his desk at the front window inside, Elbert Hubbard saw the carriage draw up on the opposite side of the street.....took on the situation at a glance. Putting on his hip boots, he sloshed over to the surrey, introduced himself with a flourish, and then, one by one, carried each of its fair passengers in her white dress, white shoes & stockings, over the muddy road, and up onto the Roycroft Shop steps.

A guest at the meeting, advertising manager of a neighboring newspaper, told of hearing Elbert Hubbard's talk "The Work of the Roycrofters" at a teachers institute, Bloomsburg, Pennsylvania, the Summer of 1900; next morning found him at the hotel, reading a newspaper....."So you want to take subscriptions for The PHILISTINE; all right, my boy, we'll pay you 10¢ for every one you send in". After securing 50 or more, he wanted to see Roycroft first hand - be a Roycrofter; wrote E. H. asking for a job. Back came a letter with a railroad ticket to East Aurora and \$2 "for refreshments". This was before the days of The Phalanstry (later the Roycroft Inn); where could he find room & board? Mrs. Hubbard answered that question - took him in - had him live with them. He sat at the family dining table - slept on the top floor with the 3 Hubbard boys - let his hair grow long, same as they did. Somebody said he looked like a Pre-Raphaelite - so they nick-named him "PRE". Besides room & board, clothes, shoes, etc. he got \$5 a week for work in the Shop, and railroad tickets whenever he wished to travel. E. H. helped him buy a bicycle.



The Story of
ELBERT HUBBARD & The ROYCROFT SHOPS

By former Roycrofters

H. Kenneth Dirlam and Ernest R. Simmons

(Title Page of a Book . . . now being readied . . .
 which will contain a 100 page chapter on "A Message To Garcia").

The Rotary Club Secretary had been in Cincinnati's Lyceum Theatre, that Sunday afternoon during his vaudeville tour when Elbert Hubbard was hissed off the stage; after 35 years he could still quote Hubbard's opening remarks verbatim. Another member of the Club had belonged to the Fargo, N.D. Mens Club, the season they invited Elbert Hubbard to give his address on "The Romance of Business". Every member of the Club was in his seat except a local minister; he didn't care to hear a man "with no more morals than a jack-rabbit". A newspaperman guest was reminded of his own experience in Toledo; working for the.....newspaper, he and other members of the staff had been speculating on the probable size of their Christmas bonus. On Christmas eve, as they filed up to the cashier's window, each of them received a sizeable envelope containing - not the expected cash bonus - but instead, a leather-bound copy of "A Message to Garcia!" At least a fourth of our audience had visited the Roycroft Shops; they reminisced about the Roycroft Inn with its rooms named after famous men and women, instead of being numbered; the notice on the bureaux "The world is honest, of course! Still, we cannot be responsible for valuables unless deposited in the office safe"; and the admonition in the men's lavatory: "Gentlemen will not throw cigarette butts into the toilets; others must not!"

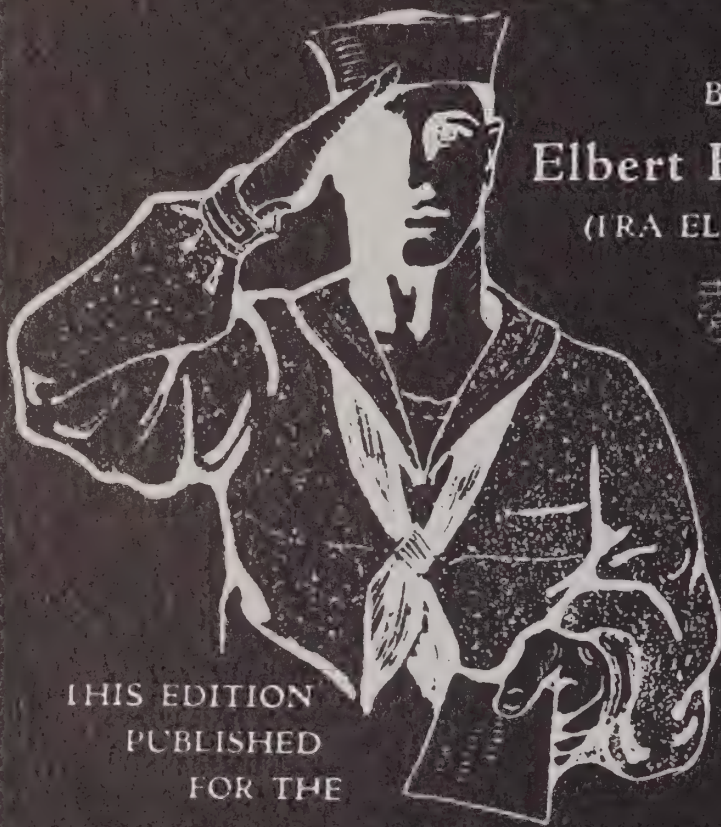
The Rotary Club gave the meeting quite a write-up in their weekly bulletin; it was commented upon in the Rotarian Magazine as an exceptionally interesting program. We began getting invitations to repeat our "show" for Rotary "Ladies Nights" - gave it a dozen times or more over a period of 3 months. Time and again we were asked "Why don't you make a book out of it?" We have - finally; and here it is: "Sinners: This is East Aurora!" The Story of Elbert Hubbard & The Roycroft Shops.

All the beautiful pen and ink drawings in this brochure are the work of my artist-friend, John Rae, distinguished book illustrator and portrait painter, North Stonington, Connecticut.

For copies of this Brochure write to H. Kenneth Dirlam, Past President Mansfield Rotary Club, 36 North Main Street, Mansfield, Ohio. Write Elbert Hubbard II, Maple Road, East Aurora, New York, for quotations on "A Message To Garcia" in booklet form.

*Washington's Birthday, 1960
36 North Main Street, Mansfield, Ohio*

A MESSAGE TO GARCIA



BY

Elbert Hubbard

(IRA ELBERTUS)

THIS EDITION
PUBLISHED
FOR THE

UNITED STATES NAVY
BY THE ROYCROFTERS

EAST AURORA, NEW YORK

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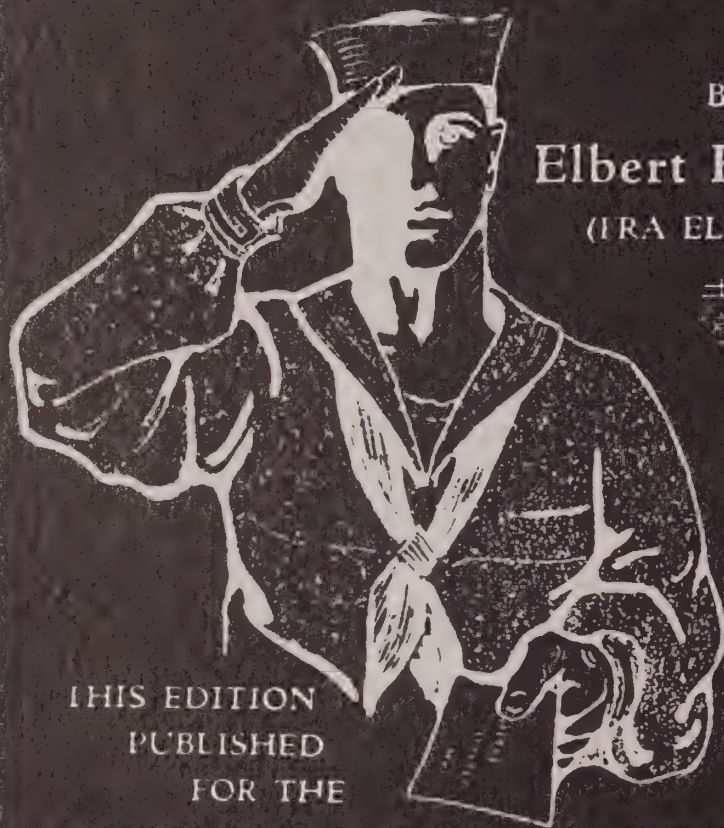
FIFTY YEAR

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A MESSAGE TO GARCIA



BY

Elbert Hubbard

(IRA ELBERTUS)



THIS EDITION
PUBLISHED
FOR THE

UNITED STATES NAVY
BY THE ROYCROFTERS

EAST AURORA, NEW YORK

THE ROLL OF 1900

Eugene Arnett
Stokes Bennett
Wilbur Bissman
Jennie Brooker
Genevieve Brown
Florence Bradford
Leona Burnison
Mabel Cairns
Harvey Comin
Boyd Crouch
Kenneth Dirlam
Laura Glueck
Ida Hall
MANNIE HULL

Mae Herring
Susie Houston
Elizabeth Ink
George Jameson
Gertrude Jenner
Maud Kagey
Edward Marshall
Winona McBride
Mary Metcalf
Paul Miller
Carrie Niman
Marie Osburn
Ralph Osburn

Fred Palmer
Harry Princehorn
Cecelia Renny
Kathrine Ritchie
Chas. Robinson
Grace Schaefer
Homer Sewell
Anna Shannibarger
Laura Smith
Lucy Stine
Louise Stoodt
Louise Weidner
Howard Wise

CLASS SONG

I
Our memories scarce recall the morn,
When we, as children, went to fill
The place where thoughtful minds are made—
The big house, called the grand school mill,
All in, the millers pulled the rope,
The belts and gear commenced to run,
And on us raw material
"Refining" work was then begun.

II
At first we all were classified,
And then they run us through machines
Of reading, numbers, and the like,
In which were fixed fine testing screens.
And when from these we had emerged
And thought our sorrows all had fled,
We found we'd only been prepared
For ones of "higher grades," instead.

III
For then, through rough lined Latin mills,
We had to pass with much ado,
And Shakespeare had to polish us,
And Milton stamp our trade mark true.
And thus for twelve long years we've borne
This gradual brain improving test
Without a stop, excepting when
The miller's wished to take a rest.

IV
Yet all this labor, time and pain,
Is but the price we pay the State
For those diplomas and the fame,
Which we get when we graduate.
And now we've reached this destined goal,
The finished products of the mill.
Whose grinding has made each one
Some office in the world to fill.

CHORUS

All hail! the class of the century's close,
Whose ties must now be sundered;
Awaiting the future, awaiting reward,
The Peerless "Nineteen Hundred."

—FRED PALMER.

"Should Auld Acquaintance Be Forgot?"

AUTOGRAPHS

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977.102
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1944636

9000 — 1950

FIFTY YEAR
REUNION

Class of 1900
Mansfield High School

June 15 1950

PROGRAM

Afternoon - - - - - 2:30--5:00

OPEN HOUSE at 563 Russell Road, Woodland
Our Hosts: - - - Wilbur J. and Helen Bissman

Evening - - - - - 7:00--10:00

At The Women's Club, 145 Park Avenue West
DINNER - SINGING - REMINISCING
Boyd Crouch, Master of Ceremonies

HONORARY GUESTS

Miss Bertha Ruess Mrs. Helen Cornell Shephard
Dr. Ada Ford

REUNION COMMITTEE: Edward Marshall, Chmn.,
Wilbur Bissman, Harry Princehorn, Mary Metcalf
Benedict, Cecelia Remy Calhoun, Kenneth Dirlam

1900 — 1950

A large group photograph of the 1906-1907 Yearbook staff and students. The group is posed in front of a building with a prominent arched doorway. The individuals are arranged in several rows, with some standing and some sitting or kneeling in the front. The photograph is in black and white and has a slightly aged, grainy appearance.

"People Are Funny"

Invocation—
Solo—The Gypsy King.....*Crehame*
KENNETH DILLAM

The United States at the Paris Exposition.....	MINNIE HULL
The Art of Advertising.....	HARRY PRINCHORN
New York's Underground Railway.....	LAURA GLUECK
Recitation—Forest King's Victory.....	ANNA SHANNIBARGER
The Class Pessimist.....	KENNETH DIRLAM
The Class Optimist.....	CHARLES ROBINSON
Solo—Past and Future.....	De Koven
STOKES BENNETT	

The Ohio Centennial.....	MAE HERRING
A Presidential Campaign.....	LEONA BURNESON
A Translation of Portions of Cicero's First Philippic against Anthony	HOWARD SEWELL
Hiram S. Maxim.....	GEORGE JAMISON
Male Quartet—Courtship.....	Thayer
STOKES BENNETT, BOYD CROUCH, KENNETH DIRLAM, CHAS. ROBINSON	
The Transition of Power from the Sovereign to the People.....	FRED PALMER
Lord Kitchener.....	GRACE SCHEFFER
Thoughts.....	HOWARD WISE
Class Song—The High School Mill... Words by FRED PALMER.....	
	Music by SUZIE HOUSTON

Music Furnished By the Class

Chorus--Morning Invitation.....*Vezie*
CHORUS SELECTED FROM HIGH SCHOOL
Invocation.....REV. L. G. BATMAN

Our Colonies	PAUL MILLER
Our Cabinet System Contrasted With that of England.....	BOYD CROUCH
Initiative and Referendum.....	CECELIA REMY
The American Colonies Under Spain.....	HARVEY COMIN

William II.....KATHERINE RITCHIE
 Royal Marriages.....LOUISE WEIDNER
 Piano Quartet—Overture to Poet and Peasants.....*Von Suppe*
 MISSES NELL PATTERSON, MAY CARLTON, GRACE SNYDER, AND
 FAY SEILER

Her Cabinet System.....	EDWARD MARSHALL
Her Colonial Government.....	MAUD KAGEY
Her Peerage.....	ELIZABETH INK
The Education of Rulers.....	GERTRUDE JENNER

Advantages Commercially.....	GENEVIEVE BROWN
Advantages Politically.....	IDA HALL
Chorus—Soldiers' Chorus.....	HIGH SCHOOL

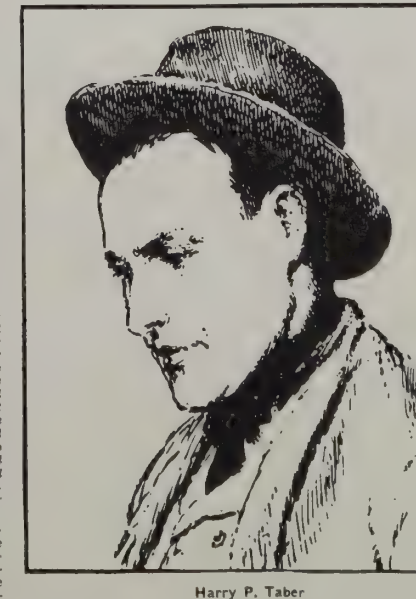
The Character of the People.....FLORENCE BRADFORD
Her Safeguard.....MARIE OSBUN
Her Foes.....STOKES BENNETT

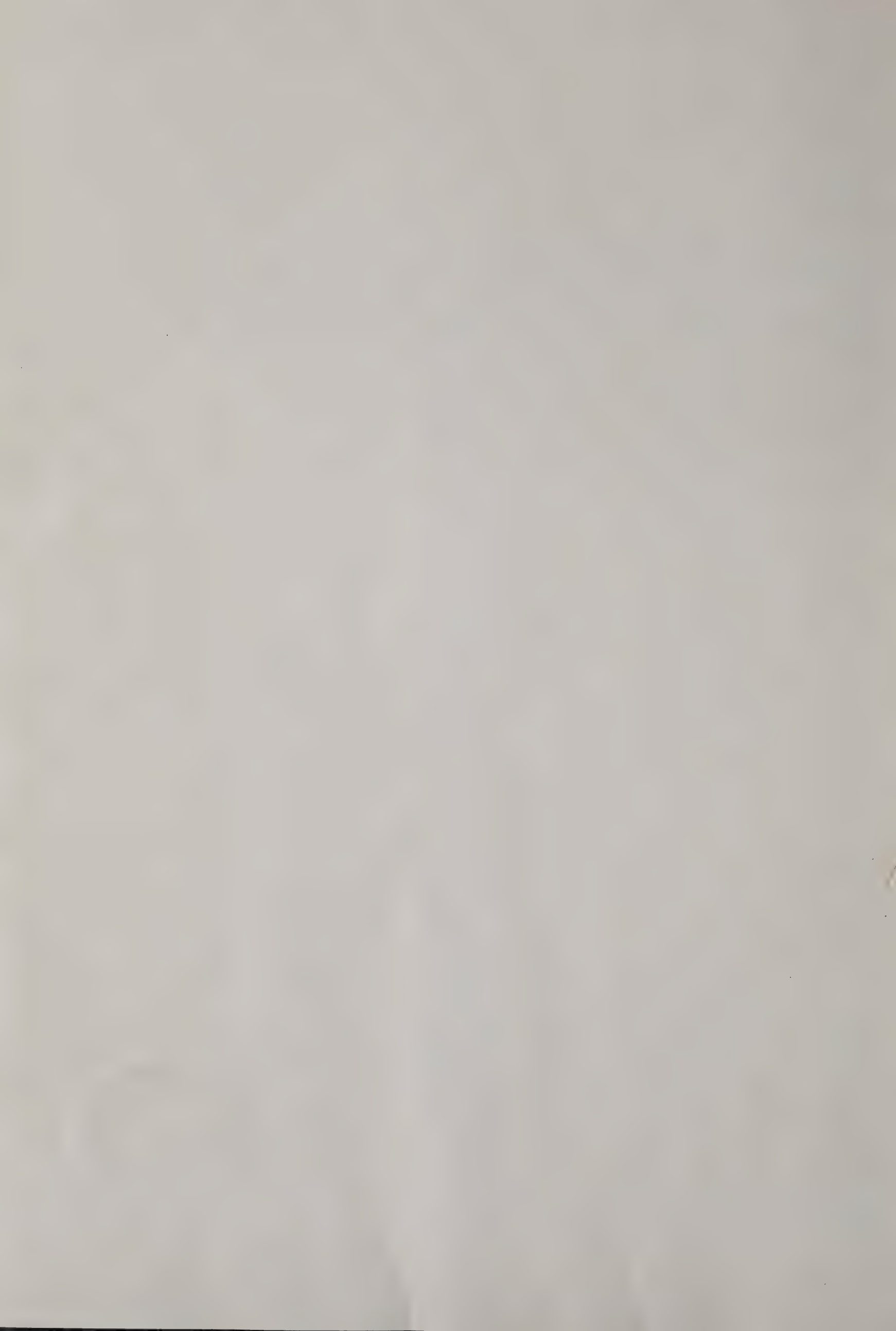
n the East—	
Commercially.....	WINONA MCBRIDE
Politically.....	EUGENE ARNETT
Her Penal Institutions.....	MABEL CAIRNS
Quartet—Whippoorwill.....	Weston
STOKES BENNETT, BOYD CROUCH, KENNETH DIRLAM, CHAS. ROBINSON	
China's Future.....	CARRIE NIMAN
*Japan's Progress.....	LUCY STINE
Chooos—Hail Columbia.....	Chadwick
Presentation of Diplomats.....	J. C. ACKERMAN, President of the
Board of Education.	
Benediction.	

* First Honor † Second Honor

Famed Little Magazine Came From East Aurora

When Newsweek, from point of vantage at 422 Broadway, comments that President Truman "because of Missouri background, speaks an unmistakable midwesternness," it gives everyone west of the Alleghenies reason to mistrust his ears. There is no recognizable characteristic midwestern speech but if it is belyped as "flat," heaven knows from those who speak sh-







MANSFIELD'S MASTERSINGERS MALE CHORUS

Organized sixteen years ago by A. LeMoine Derr, The Mastersingers have sung in upwards of one hundred concerts, one of them at "THE FREEDOM FAIR" several years ago, sponsored by The Mansfield Chamber of Commerce, who, at one time flirted with the idea of engaging The Mastersingers to give concerts all over The United States, advertising Mansfield, Ohio.

"FREEDOM FAIR This first FREEDOM FAIR is a gigantic community expression of faith in the fundamental principles of the American Way of Life....."

In the above photograph, The Mastersingers are singing a most appropriate number for the occasion "Where In The World But In America, Can You Sing True Freedom's Song?" (Fred Waring arrangement) Governor Frank J. Lausche opened The FREEDOM FAIR by striking the Liberty Bell (an exact replica of the original in Philadelphia)

Concert At Another Significant Occasion

Wanting to help Africans learn more about America, Mansfield's Charlotte A. Pugh initiated a campaign to affiliate Mansfield, Ohio with Dar es Salaam, capital of Tanganyika, soon to achieve its independence. Soon Mrs. Pugh had enlisted enough support to invite Sheik Kaluta Amri Abedi, mayor of Dar es Salaam, to visit Mansfield on his tour of the United States. His four day visit the latter part of June, 1961 was climaxed by a colorful civic reception at which The white jacketed Mastersingers sang a concert, including such favorites as Negro Spirituals "Deep River" and "Dig My Grave" and solos by Dave Dickson - one of them "They Call The Wind "MARIA". His Honor, Mayor Sheik Kaluta Amri Abedi enjoyed the concert so much, Past President Herman Bishop presented him with a copy of The Mastersingers handsome Fifteenth Anniversary program, as a souvenir.

SIDELIGHTS ON MEN'S SINGING CLUBS

ORIGINALLY PRINTED IN A.M.C.A. JANUARY, 1953 "KEYNOTE"

(Portion of a talk at the Annual Meeting of The Mansfield, Ohio, MASTERSINGERS Men's Chorus)

Our treasurer reports a balance in the bank, all debts paid. But there are intangible debts we still owe; it is those I wish to mention...

Every member of a present day men's chorus owes a debt of gratitude to KARL FRIEDRICH ZELTER, for it was he who organized and directed the original, the pioneer singing club for men's voices. The place: Berlin, Germany; the year; 1809. It was called the "Berlin Liedertafel" devoted to four-part singing for male voices, and as its name indicates, it combined refreshments and social intercourse with music (lieder---"song," tafel---"table"--literally a "song-table" society). Zelter, besides directing it, composed nearly 100 choruses for this pioneer Liedertafel. They, the 25 charter members, met once a month for supper and music; gatherings amusingly described in Zelter's letters to his friend Goethe (which it is to be hoped, may some day be translated into English; as well as the book, By H. Kuhlo: "Geschichte der Zelterschen Liedertafeln von 1809-1909").

Male choruses are heavily indebted to Zelter for a second reason: it was he who inspired a love of BACH in Mendelssohn, one of his students at the Berlin Singakademie. Mendelssohn, in turn, resurrected Bach's music from the neglect of many years following Bach's death. What would programs for men's voices do without such favorites as: "Now Let All The Heav'ns Adore Thee," "Ein Feste Burg," "Break Forth, O Beauteous Heavenly Light," "Hosanna To The Living Lord?" Looking over some back numbers of THE KEYNOTE, I find mention of the fact that "Integer Vitae," one of the finest compositions for men's voices, was composed by Dr. Friedrich Flemming, an oculist, who was a member of Zelter's original Berlin Liedertafel.

The Berlin Liedertafel soon became so popular that similar male singing clubs sprung up all over Germany, hundreds of other Liedertafeln with a total membership of more than 50,000. These Liedertafeln were responsible in large measure for the

great interest in male choral work in Germany since 1809. Of course such a movement could not remain in Germany. Beginning about 1850, thousands of Germans emigrated to America, many of them members of these German Liedertafeln. It was most natural that similar men's singing clubs were organized in New York, Philadelphia, Cincinnati, Milwaukee, Chicago and other cities having a large German element -- Bethlehem, Pa. among the smaller ones. Some of these transplanted men's singing clubs adopted German names: the Beethoven Maennerchor of Bethlehem, Pa. for example, some of whose members claimed direct descent from the 17th century German Meistersingers; but most of them used the name "Glee Club." The Mendelssohn Glee Club of New York, founded in 1866, is probably the oldest; its directors included Walter Damrosch, Edward McDowell and Ralph L. Baldwin (later founder and director of the Hartford Choral Club).

Another milestone in the history of Men's Choral Clubs; the organization in 1924 of The Associated Glee Clubs (later changed to Associated Male Choruses) of America, whose founders included Walter Damrosch, Clayton Old (for many years its president), Hollis E. Dann (director of the Cornell Glee Club, Charles H. Ditson, G. Schirmer, Adolph Lewisohn. One of the most helpful features of the magazine THE KEYNOTE, is the annual "Common Repertoire" which lists singing numbers suggested by directors of prominent men's choruses. Looking back over these Common Repertoires I find many of the most popular numbers on our own programs: to mention a few: "Down in the Valley", "Thanks Be to Thee", "The Deaf Old Woman", "Rain and the River", "I'm a Baptist", "Roll Chariot", "Brothers: Sing On!" "The Omnipotence", Richter's "The Creation", "Give Me Your Tired--Your Poor."

So, I propose a toast: "With a Stein on the Table, And a Good Song Ringing Clear", to KARL FRIEDRICH ZELTER, and to Marshall Bartholomew, Mark Andrews, Archibald Davison, Noble Cain, Fred Waring, A. LeMoine Derr, Ralph L. Baldwin Walter Damrosch and these other directors and composers to whom we are so much indebted.

THE MASTERSINGER'S TRIP TO TORONTO

ORIGINALLY PRINTED IN A.M.C.A. JANUARY, 1956 "KEYNOTE"



Our club, Mansfield's MASTERSINGERS, got such a "bang" out of our first "Big Sing" at Youngstown last Spring (April 30th), that we were all for accepting the invitation to go to Toronto--but we had only \$250 in the treasury, and the trip would cost ten times that much. It seemed out of the question. However, we appointed a committee to consider the project---with instructions to cook up ways and means of raising the money, if they thought we could possibly go ahead with it. They came up with what proved to be a real money-raiser: a combination lawn fete, Harvest and Square Dance Festival...with valuable prizes contributed by local banks, merchants and manufacturers; cakes and other food items supplied and auctioned off by wives of the members; all sorts of amusements for both grown-ups and youngsters. Four thousand concession tickets were sold; the park was full; more than 2,000 persons went thru the supper line. All told--gross receipts \$3200---net approximately \$2500...just what we needed for the trip (\$35 each for 70 men). So we made reservations for two planes leaving Cleveland the Saturday morning of the Toronto "Big Sing" and returning Sunday afternoon.

Massey Hall, having been designed and built for concerts, has fine acoustics (as good as Chautauqua auditorium where we gave two concerts several years ago). As each club rehearsed its own solo number, and then the massed chorus ran thru the entire program, we knew the audience was in for a big thrill that evening. They certainly got it--if tremendous applause after every number is any indication. Of course, each of the 480 men on the stage experienced a thrill and pleasure he will never forget...not only the pleasure of singing in

the concert, but also becoming acquainted with good new numbers--helping to solve the perennial question: "What shall we sing at our next concert?" *

There were many bald or gray heads in the chorus, but the singer who stole the show was 91-year old baritone.....introduced to the audience just as his club was about to sing its solo number (sorry I didn't jot down his name). The "After-Glow" provided opportunity for getting better acquainted with members of the ten other choruses and exchanging experiences..with buffet refreshments.

Even after rehearsing in the afternoon and singing the long program in the evening---with more of the same at the After-Glow--on the way back to the hotel, a sizeable group from our club stopped in at a large near-by restaurant, and during the serving of refreshments entertained with "To the Tables Down at Morey's" and other favorites. The Youngstown and Toronto "Big Sings" having proved such wonderful experiences, we are now--so to speak--girding our loins for Rochester next June.

H. KENNETH DIRLAM

P.S. In the above photograph, the Mastersingers fill the entire back row. *New numbers our own club had to learn for either Youngstown or Toronto include: "No Man is an Island," "Let There Be Music," "Lift Thine Eyes," "Sylvia," "Beautiful Savior"--the Christiansen arrangement; Dudley Buck's "The Sea," "The Long Day Closes," "Marching On,"--quite an addition to our repertoire of nearly 200 songs.



**The MASTERSINGERS
OF MANSFIELD
PRESENT**

The International **BIG SING**

MAY 2ND

**14 MALE CHORUSES
Mansfield High School**

THE "BIG SING" AT MANSFIELD -- MAY 2, 1959

THE MASTERSINGERS NUMBER: "GIVE ME YOUR TIRED, YOUR POOR"

"A little background...to put you in the mood. The story goes back nearly a hundred years when prominent Frenchmen were discussing an ambitious project -- a handsome gift from their country to ours; first, to commemorate 100 years of American independence; and second, to remind Americans of the help France had given our country during the Revolutionary War. The question: what form should this handsome gift take? Why not a colossal statue "LIBERTY ENLIGHTENING THE WORLD" to stand on one of the islands in New York Harbor?

Deciding to go ahead with the project, it was agreed that France should furnish the Statue itself - the United States the site, the base & the pedestal. In due time the Statue, by sculptor Auguste Bartholdi, was completed & shipped to New York. The American Committee launched their campaign for funds - raised \$125,000...not nearly enough. They tried everything - finally hit on the idea of auctioning off original manuscripts by American writers. To their surprise, the piece that fetched the highest price was a 14-line sonnet to the Statue, by somebody they had never heard of...Emma Lazarus. It turned out that she was the daughter of a well-to-do New York Jewish family; she'd got her inspiration for it by watching a ship-load of Russian immigrant Jews - driven from their homeland by persecution - disembarking on Ward's Island in

New York harbor. Joseph Pulitzer, publisher of the New York WORLD, used the Emma Lazarus sonnet in a successful newspaper drive to raise the balance of the money. Russian persecution continuing, more & more Russian Jewish families left their homeland for America. One such family arrived several years after the Statue of Liberty was dedicated; we are interested in their little boy - Isadore Baline...and well we may be, for in later years, under his American name, Irving Berlin, he gave us our new National Anthem; "God Bless America; Land That I Love". Think of that - from a Russian! Who, better than he, could set the famous lines of Emma Lazarus to music? "Give me your tired, your poor Your huddled masses yearning to breathe free....

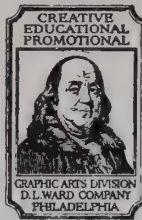
* * *

PS: As I gave this 2½ minute introduction, the stage & house lights were very dim, but as I finished with the words "yearning to breathe free, a strong spot light from the balcony was thrown on a 4-foot high poster of the Statue of Liberty on the stage beside me, but because of the very dim lighting, hitherto not seen by the audience. At this moment the chorus starts singing "Give Me Your Tired, Your Poor; when we finished it, with its tremendous climax, you could have heard the applause a block away.

GRAPHIC ARTS DIVISION

D. L. WARD COMPANY, 28 S. SIXTH STREET, PHILADELPHIA

A central point of contact for those engaged in the Graphic Arts, maintained for the purpose of securing a better understanding of printing and advertising problems.



Devoted to creative, educational and promotional activities including files of selling ideas, exhibitions and personal counsel for the advancement of effective Printed Salesmanship.

May 17, 1928

The Argus Company,
Albany, New York

Attention: Mr. H. K. Dirlam, Sales Mgr.

Dear Mr. Dirlam:

You will be interested in knowing that two of the Direct Mail Advertising Campaigns which you submitted -- namely, the mailing pieces of the Cohoes Rolling Mill Company, Cohoes, N. Y., and also those of the Union Manufacturing Company, New Britain, Conn., have been among those selected for our Direct Mail Leaders Exhibit for 1928.

As soon as the booklets, giving the names of the forty-eight other companies whose direct advertising is included in this Exhibit, are printed, we will mail you copies.

Thanking you again for your cooperation, and extending our congratulations.

Very truly yours,

WM A HENTZ

COHOES PIPE

BULLETIN

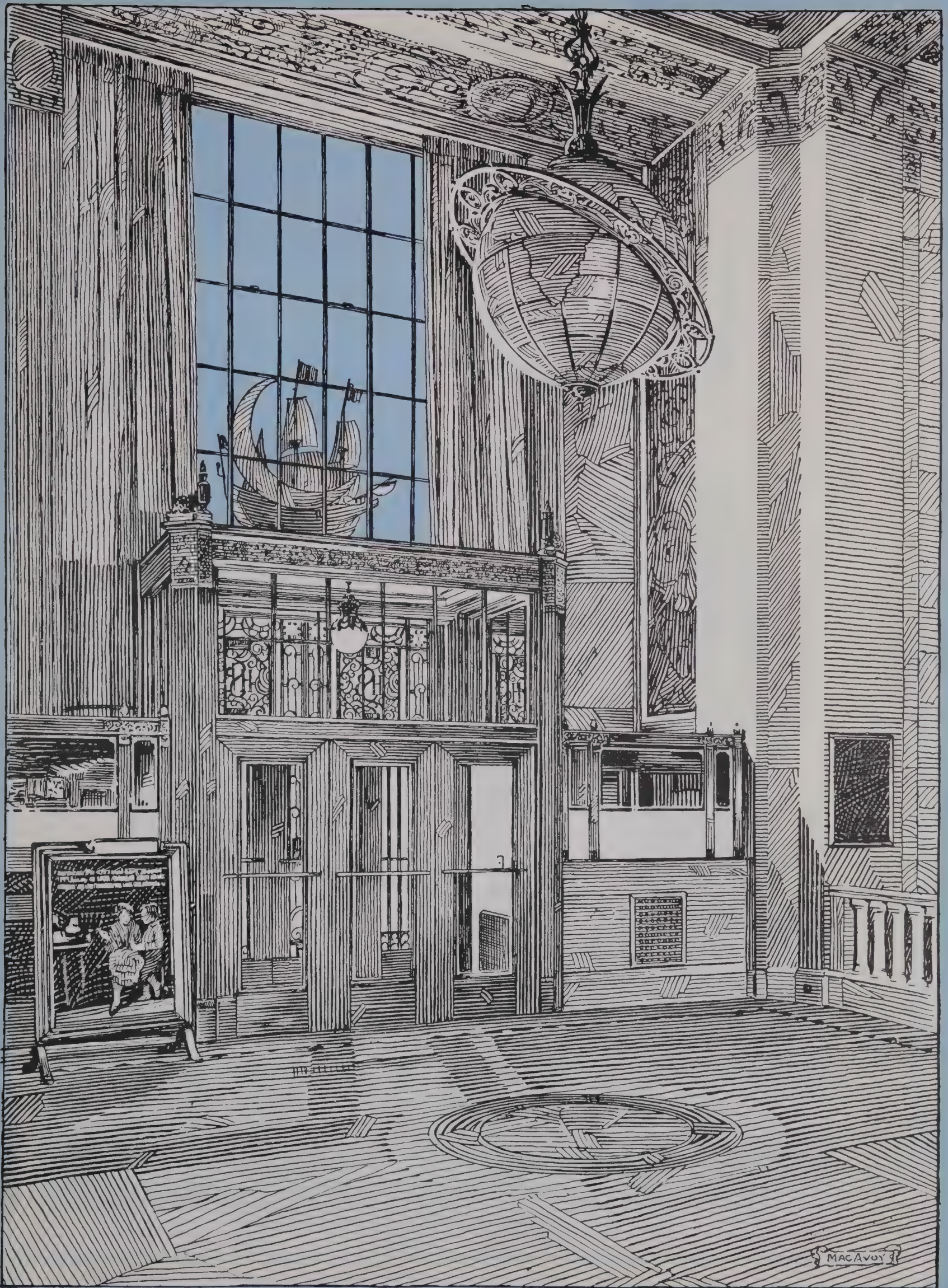
COHOES, N. Y.

NUMBER TEN

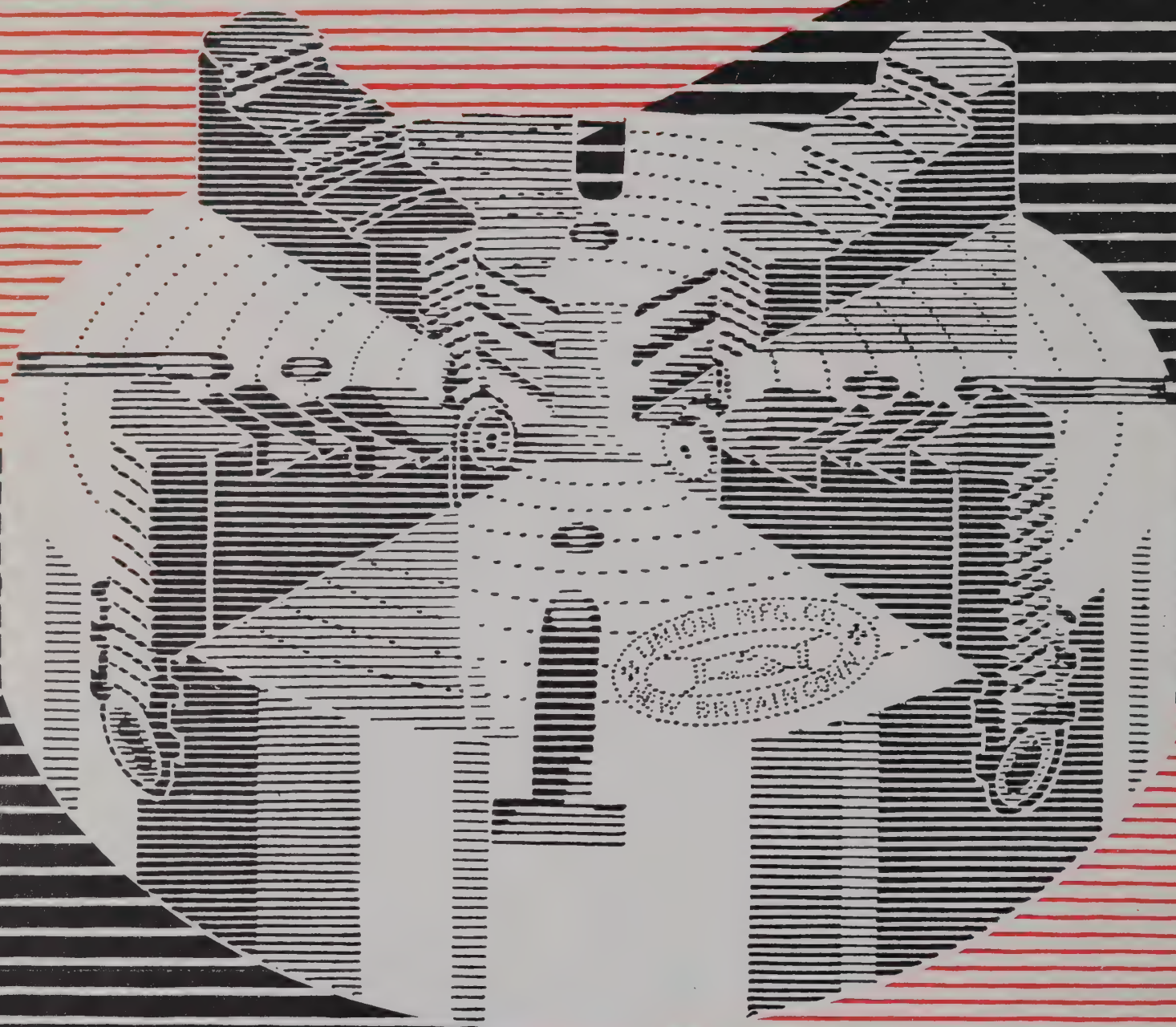
A MODERN BANK BUILDING



MAIN ENTRANCE: HOME SAVINGS BANK BUILDING: NORTH PEARL ST., ALBANY, N. Y.

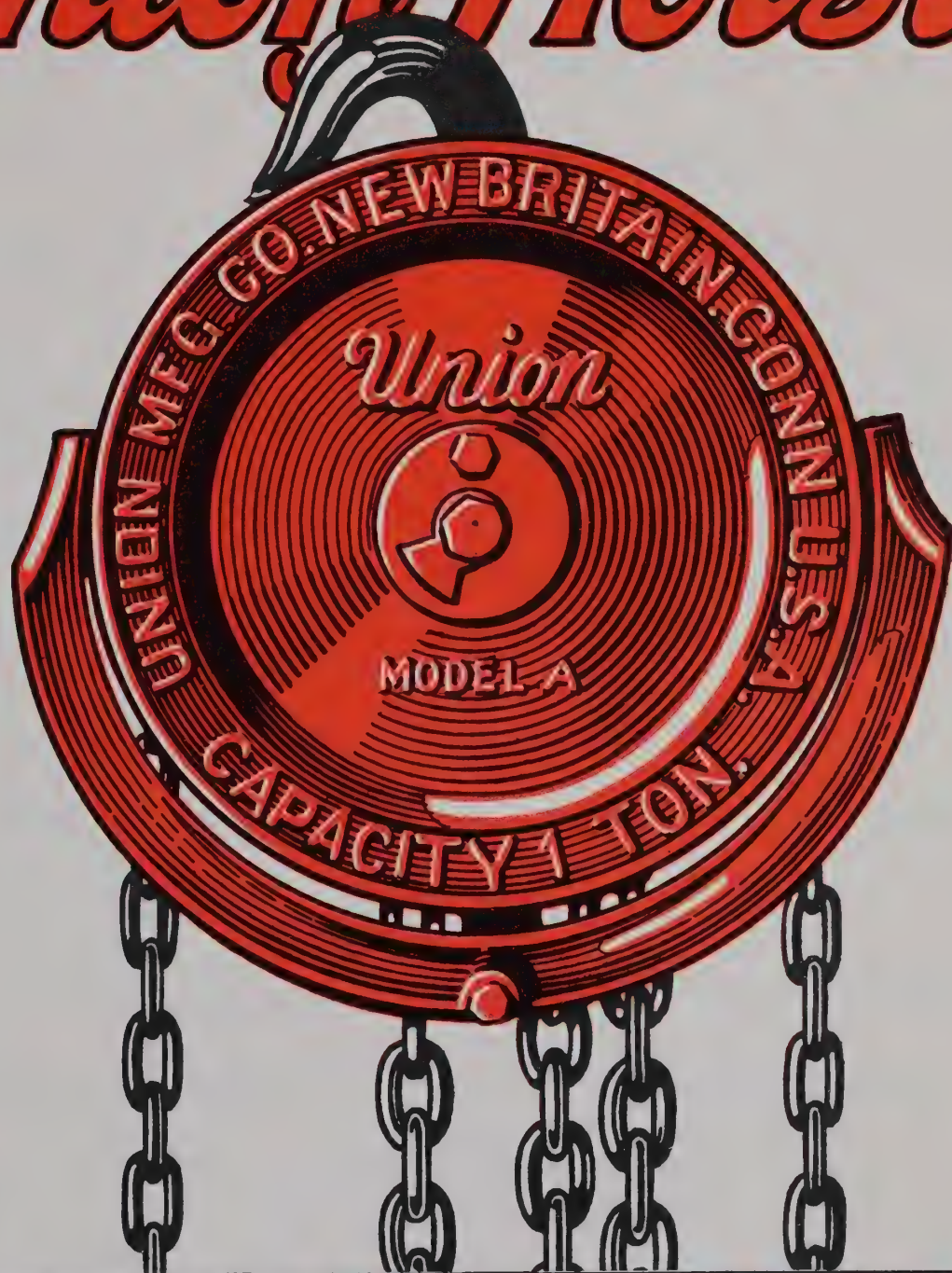


Union Chucks



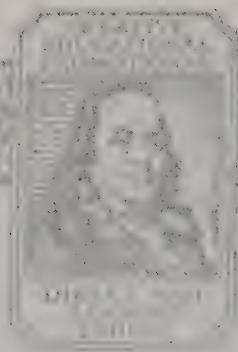
**For All Classes of Work and
Every Type of Machine Tool**
"Chucks to Suit Jobs - Not Jobs to Suit Chucks"

Union Hoists



MADE BY
the Makers of **Union Chucks**





This is to Certify

that from the Direct Mail Campaigns
entered by prominent advertisers
of America, one submitted by
Cohoes Rolling Mill Company,
Cohoes, N. Y.

is selected for results obtained to form
part of the *Direct Mail Leaders Exhibit*,
a collection of successful Direct Mail
Advertising which will be shown
throughout these United States in an
effort to promote a greater understand-
ing and appreciation of the effectiveness
of *Direct Mail Advertising*.

Judges

Charles L. Hensley
Alfred A. J. Clark
Thos. J. Dwyer
William H. Street

Ex-Officio

This is to Certify

that from the Direct Mail Campaigns
entered by prominent advertisers
of America, one submitted by
Union Manufacturing Company,
New Britain Conn.

is selected for results obtained to form
part of the *Direct Mail Leaders Exhibit*,
a collection of successful Direct Mail
Advertising which will be shown
throughout these United States in an
effort to promote a greater understand-
ing and appreciation of the effectiveness
of *Direct Mail Advertising.*

Judges

Charles L. Kinsley
Alfred A. J. Reed
Wm. J. L. Lacey
William H. H. H.
Ex-Officio

The Fifty Direct Mail Leaders For 1928

The American Boy, The American Laundry Machinery Co., The Atlas Portland Cement Co., The Barber Asphalt Co., Berry Brothers, Buick Motor Co., The Butterick Publishing Co., Cadillac Motor Car Co., Canadian Pacific Railway Co., Caterpillar Tractor Co., Cohoes Rolling Mill Co., The Coleman Lamp and Stove Co., Crane Co., The Crofut & Knapp Co., Dangler Stove Co., The Davey Tree Expert Co., Inc., Frank E. Davis Fish Co., Alfred Decker & Cohn, Inc., Dictograph Products Corp., Henry L. Doherty & Co., Edison Lamp Works of G. E. Co., Evinrude Motor Co., Fairbanks, Morse & Co., Federal Motor Truck Co., First National Bank in St. Louis, Ford Motor Co., Franklin Automobile Co., Frigidaire Corp., Gulbransen Co., Hamilton Watch Co., Holland Furnace Co., International Heater Co., S. Karpen & Bros., The Lowe Brothers Co., Lyon Metallic Mfg. Co., Marshall Field & Co., Minneapolis Heat Regulator Co., North American Life Assurance Co., Oakland Motor Car Co., Pyrene Mfg. Co., Radio Corporation of America, J. P. Smith Shoe Co., Thatcher Mfg. Co., Morton C. Tuttle Co., Union Manufacturing Co., United Autographic Register Co., Western Clock Co., Westinghouse Elec. & Mfg. Co., The White Co., The Yale & Towne Mfg. Co.

“What To Say and How To Say It”

There are some forty different styles of advertising “copy” (presenting the sales arguments for a service or product). Of course it is impossible to touch upon them all, in talks to Advertising Clubs like Poor Richard of Philadelphia, so I concentrated upon the most important - and illustrated them by means of sales literature which had proved unusually productive - like that of Cohoes Pipe and Union Manufacturing Company. (I knew a good deal about those two campaigns for I had planned, designed and written them, myself.)

In giving my talk to The British Direct Mail Association, in London, of course I used some outstanding **English** advertising, like the Fortnum & Mason Commentaries and that gem from the non-smoking cars in the London Underground: “NO SMOKING - Not Even AB-DULLAS!” Another piece of English advertising I have used to advantage - a hand bill “The Vertue of the COFFEE Drink” (original in the British Museum) dated 1652. As far as I know this is the **oldest** piece of advertising in existence today . . . It reminds one of American patent medicine advertisements of sixty years ago, since it claims to cure practically **everything**.

“Three Hundred Years Of Advertising: 1652 - 1952”

Quoting from my talk with that title: “An idea is a mental picture - and a **favorable mental picture** is what you must create in the minds of your prospective customers, before you can hope to sell them anything. Bear in mind that at the time your advertising meets their eyes, **they are not thinking about you**, or your product or service -- they are thinking about **themselves**, and **their own** problems and troubles.

Your first task therefore is to **switch their attention** from what they have been thinking about, round to what you want to talk to them about. How to do it? By making your advertising and sales message **interesting to them**. What is the derivation of that work “interest”? It comes from two Latin words: “inter” and “est” meaning “**it matters**” or “**it concerns**”. When you make your advertising **interesting** to prospective customers it makes them feel that what you are talking about **matters to them** or **concerns them** . . . because it seems to offer a possible solution for some of **their** problems -- or because it might help them get more pleasure or satisfaction out of life; or might be the **means** of helping them do their work better - more economically . . . ”

yet it, and take in the usual way.

It suppresseth Fumes exceedingly, and therefore good against the Head-ach, and will very much stop any Defluxion of Rheums, that distill from the Head upon the Stomack, and so prevent and help Consumptions; and the Cough of the Lungs.

It is excellent to prevent and cure the Dropsy, Gout, and Scurvy.

It is known by experience to be better then any other Drying Drink for People in years, or Children that have any running humors upon them, as the Kings Evil. &c.

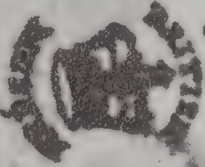
It is very good to prevent Mis-carryings in Chill-bearing Women.

It is a most excellent Remedy against the Splen, Hypochondriack Winds, or the like.

It will prevent Drowsiness, and make one fit for business, if one have occasion to Watch; and therefore you are not to Drink of it after Supper, unless you intend to be watchful, for it will hinder sleep for 3 or 4 hours.

It is observed that in Turkey, where this is generally drunk, that they are not troubled with the Stone, Gout, Dropsie, or Scurvey, and that their Skins are exceeding clear and white.

It is neither Laxative nor Restraining.



Made and Sold in St. Michaels Alley in Cornhill, by Pasqua Rosee,
at the Signe of his own Head.

The Vertue of the COFFEE Drink.

First publicly made and sold in England, by Pasqua Roser.

THE Grain or Berry called *Coffee*, groweth upon little Trees, only in the *Deserts of Arabia*.

It is brought from thence, and drunk generally throughout all the Grand Seigniors Dominions.

It is a simple innocent thing, compos'd into a Drink, by being dried in an Oven, and ground to Powder, and boiled up with Spring water, and about half a pint of it to be drunk, fasting an hour before, and not Eating an hour after, and to be taken as hot as possibly can be endured; the which will never fetch the skin off the mouth, or raise any Blisters, by reason of that Heat.

The Turks drink at meals and other times, is usually Water, and their Dyeet consist; much of *Fruit*, & the *Crudities* whercof are very much corrected by this Drink.

The quality of this Drink is cold and Dry; and though it be a Dryer, yet it neither *heats*, nor *inflames* more then *hot Posset*.

It closeth the Orifice of the Stomack, and fortifies the heat within. Its very good to help digestion; and therefore of great use to be

hour 3 or 4 a Clock afternoon, as well as in the morning.

It quickens the *Spirits*, and makes the Heart *Lightsome*.

It is good against sore Eys, and the better if you hold your Head o-



“WHEN YOU AND I WERE YOUNG, MAGGIE” (At Fiftieth Anniversary - M. H. S. Class of 1900) By H. Kenneth Dirlam

Some Comparisons & Contrasts between "Nineteen Fifty" and "Nineteen Hundred"

If a member of M.H.S. 1950 could have been present to assist photographer Burkholder, as he was preparing to take our class picture in early June, 1900, he would have noticed (1) that not one of these young women was prettyfying herself - in public; (2) not one had on lip-stick or rouge - none had red enamel finger nails...suchlike being used, in 1900, only by street walkers. Also none of the girls had cigarette stains on their fingers -women didn't smoke in 1900; cigarettes were called "coffin nails" then.

Each of these pretty girl graduates was wearing a white shirt waist (not a "peek-a-boo", a high uncomfortable collar, full length dark skirt and a belt; high black shoes - you can see only the toes (Lemon & Lowry in their May 26, 1900 advertisement, were offering the widely publicized "Queen Quality" women's shoes @ \$3 a pair) On the street, the girls would be wearing wide brim straw hats - no nylons or flesh color stockings.

(Above photograph: courtesy of The Bettman Archives Inc.)

The boys suits were dark blue or black ("Sunday Meeting" suits for men, made to order, were being advertised by A. B. Dittenhoefer May 8, 1900, from \$15 up; ready-made suits \$1 to \$15) Sears Roebuck were offering all-wool Navy Blue Cheviot Suit at \$5.50 (coat & vest only \$3.75). In the photograph you'll notice several of the boys have their felt hats on their knees; for a more formal occasion, it would have been a derby or "dice" as we then called them. High black laced shoes. "Oxfords" came several years later.

In this Class of 1900 there was a larger proportion of boys than in previous years: 15 boys: 26 girls. These boys & girls came from families representing a good cross-section of Mansfield and vicinity; four or five of the boys lived in the country (Boyd Crouch near Ontario; Fred Palmer on the Lexington Ave. Road, Ralph Osburn, North East of town) How did they get to school? On "Shanks Mare" - they walked!

HOUSING wasn't as serious a problem then as it is now; some comparisons:

In 1900 a 5-room & bath frame house (new) cost approximately	\$2,000.00
6-room & bath	" \$2,500.00
In 1950 a new 5-room & bath frame house costs approximately	\$10,000.00
" 6-room	" \$12,000.00

From the MANSFIELD NEWS of June 1900: A real Estate advertisement:
(Leonard & Bowers) For Sale: a 5-room house on Rowland Avenue - \$1250.00

WHAT TO DO FOR A LIVING? This question, which confronts every High School graduating Class, was more difficult to answer in 1900 than it is today. Jobs and opportunities were fewer - pay was low by present day standards. In the MANSFIELD NEWS of June 21, 1900, you get some idea of what the members of our graduation class were planning to do:

"The High School Boys: Some of them contemplate further courses at school; others at work. The class of 1900 of MHS can rightfully be called a banner class on account of its large membership & talent. Some of the members have already begun work in various lines.....Stokes Bennett and Homer Sewell have turned their attention to newspaper work, the latter expecting to study law. Boyd Crouch, Fred Palmer and Ralph Osburn will engage in the healthful & beneficial art of farming. Kenneth Dirlam, Chas. Robinson and Paul Miller contemplate going to school next year, and will employ summer vacation in preparation. Harry Princehorn, Eugene Arnett, Wilbur Bissman, Harvey Comin, George Jameson and Howard Wise are undecided as to what will engage their energies in the future. The girls thus far, are preparing to aid in that work which so becomes young women nowadays - namely "housework". Young women were just beginning to work as stenographers in law offices - which some people thought was not quite respectable.

ADVERTISING: Many of today's high school graduates find jobs or positions in advertising or related fields of work; in 1900, Advertising was in its infancy - confined largely to Patent Medicines like PERUNA. This concoction - 17% alcohol - was advertised as a cure for almost everything - particularly "Catarrh" Judging from its huge sale, almost everybody in Mansfield must have taken Peruna. You may have heard the story of good Mrs. So & So; "Yes" she said, after her grown daughter's death, "Ida took 17 bottles of Peruna, and if she could just have lived to finish the 18th bottle, I'm sure she'd have got well."

Many present day radio commercials are largely the same old "bunkerroo" used in the 1900 patent medicine advertisements. Part of the patent medicine publicity consisted of display advertisements, but much of it was run along in the news columns; a paragraph that started out like world news ended up in a "plug" for Lydia Pinkham's Vegetable Compound or Dr. Pierce's Golden Medical Discovery.

AMUSEMENTS; No automobiles; no motion pictures; no Victrolas, radio or television - what did we do in 1900 for entertainment & amusement? If you're asking me, we had a better time than present-day young people - partly due to the necessity for making our own entertainment. In 1900 the churches were the social as well as the religious centers of the community - with their church suppers "Missionary Teas" and "New England Sociables" (who can forget the older folks in an old-fashioned spelling bee, or a "singing geography lesson" "Maine - Augusta....on the Kennebec River" and so on thru the entire list of State capitals. Even Thursday evening prayer-meeting had its lighter side - with Deacon So & So, running short of material in his prayer, thanked the Lord for the "Republican victory in Maine."

Some older people had rather unusual avocations - going to funerals, for example. Capt. Cummins, great-grandfather of Mayor Wright, was reputed when in his prime, never to have missed a funeral, whether the deceased was a particular friend or not. His married daughter (with whom he lived) Maud Cummins Baxter, had a little fun at his expense. As he came home from attending a funeral (late afternoon July 31/1900, and was hanging up his hat in the front hall, she called down from up-stairs:

"Oh father, did you hear that Fatty Finney was dead? (a 400-lb. man-mountain of a farmer out Southwest of town) "No" he replied "tho' I knew he had been sick." "Yes" she continued "He died this afternoon, and they want you to be one of the pall bearers" "So" he said "and who are the other pall bearers?" "John Baxter (weight 102), Byron Hershey, the real estate man (4½ feet tall; weight 78 lbs.) Roeliff Brinkerhoff "and two other "Slim Jimmies"... "Good God" he groaned "we couldn't lift the one side of him!"

Methodist boys and girls were a bit handicapped, as you'll see from this news item in the Mansfield News for May 28th/1900:

"Convention Report; Still under the ban are Card-playing, Dancing, theater-going and suchlike for Methodists."

In 1900 the best-selling books included David Harum, To Have & To Hold, When Knighthood Was In Flower, Janice Meredith, Monsieur Beaucaire and other romantic historical novels. Sex was lightly touched upon - if mentioned at all; not one book of that year belonged to the "Sex Unlimited" school of fiction. In sharp contrast to much that is spoken & printed today, any word associated with the reproduction of life was strictly tabu in mixed company. An example:

Katherine Ink and a group of spinster school teacher-friends--in their middle twenties - on a picnic in the country, wanted to take a short cut across a field - but thought best to ask permission from the farmer - a 62-year old bachelor. "Better walk round the other way" he advised "there's a mad bee in that field!" Not particularly afraid of bees, still they followed his suggestion, discovering presently that it was a mad b-u-l-l to which he was referring.

ART & MUSIC: Appreciation of Art - particularly painting - in 1900 is well expressed in a Kin Hubbard cartoon in the Cleveland Plain Dealer. The drawing shows Uncle Biff, a rustic philosopher, leaning against a rail fence as he observes to his neighbor: "They're sending Jimmy Simpson to the art school - he ain't bright!" We did have a High School Quartet - all members of the Class of 1900, to wit: Stokes Bennett, Boyd Crouch, Yours Truly, and Charles Robinson. The newspaper account of the graduation exercises says we "favored the audience with a musical selection "The Whippoorwill"; were enthusiastically recalled,

and responded with two humorous selections. Three weeks earlier we had sung at the Annual Chamber of Commerce Dinner. The week before that, we furnished the music for the Lexington Commencement; they paid us \$1.50 apiece which, of course, put an end to our amateur standing. (Popular songs of that day: "Carrie Jacobs Bond's "I Love You Truly" Chauncey Olcott's "Wild Irish Rose" and by some other composer "A Bird in a Gilded Cage".

COMMUNITY ACTIVITIES: A successful campaign was waged in 1900 for a Sewage Disposal Plant - probably the first in any small city the size of Mansfield (population 17,640) The engineering firm in Boston who were to do the work, sent several speakers here...one of them came to High School I remember - was introduced, I believe, by Hiram Caldwell's father. Judge Dirlam (my grandfather) and other public-spirited citizens wrote articles for the newspapers; grandfather's was headed: "...and they cleaned up the camp" -- recalling how, in the Iliad, Odyssey and other accounts of ancient wars, a pestilence would break out after the troops had been in camp for some time: then, they offered a libation and other gifts to the gods"and--they cleaned up the camp"-whereupon the plague disappeared.

In 1900 the Johnny Appleseed Monument was dedicated in Middle Park - under the auspices of the Richland County Historical Society. 1900 was the year of the "Battle of the Hitching Posts" around Central Park - the dunking of the Dowie elders in the blue paint vat at the Roderick Lean plant--and late in the Fall, the funeral of Mansfield's most distinguished citizen - John Sherman.*

My time is running out....five years from now, in 1955, let the Class of 1900 have its 55th year reunion, and again reminisce about "The Good Old Days" -- "when you and I were young, Maggie"

*President McKinley came to Mansfield to attend the funeral - not only of Mansfield's most distinguished citizen, but also author of the Sherman Anti-Trust Law, and earlier, the man who put the United States back on a solid financial basis(after years of "greenbacks") by engineering the resumption of "specie payments". Look at this money I hold in my hand; you think it is a \$1.00 bill, but examine the language on it - thanks to John Sherman and his campaign for resumption of specie payments when he was Secretary of The Treasury which reads:

"SILVER CERTIFICATE: This Certifies That There
Is On Deposit in the Treasury of THE UNITED STATES
OF AMERICA One Dollar in silver payable to the
Bearer on Demand".

After the Sherman funeral, it was arranged that Mansfielders would have an opportunity to shake hands with the President, at the Winfield S. Kerr residence on Park Avenue West, where he was a guest. The reception was scheduled for tea-time -late afternoon. My brother York and two of his boy friends of about the same age (12) decided they would go. As the line of people came up to where the President was standing, York was in front of his two boy friends. As the President shook hands with him, he glanced over his shoulder, and seeing Willie Black & David Brucker just behind, whispered in McKinley's ear: "Don't shake hands with them --they're DEMOCRATS!"

"CHANGING TIMES"

(Fifty-fifth Anniversary - M. H. S. Class of 1900)

When M.H.S. 1900 was graduating, we all believed that "LIFE BEGINS AT 20".. Some years later, Lowell Thomas moved it up to "LIFE BEGINS AT 40" and now ---- what with all the inflation we've been having -- one of the most popular TV programs is "LIFE BEGINS AT 80" advertising "Geritol" -- for "tired blood".

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When he was in his prime, George Bernard Shaw wrote a little piece about the one word which must not be mentioned in polite English society. Similarly, there are two words which are not to be spoken at a fifty-fifth year class reunion. So - whenever the idea, associated with these two words crops up in my remarks, I shall refer to it in LATIN. After all, our class had a GERMAN oration (by Louise Stoodt) at our commencement in 1900; we had a GREEK motto (Suggested by Mrs. Shepard (then Miss Helen Cornell) "Ou zehn all' eu zehn" - not just to live, but to live well. It is time LATIN has its inning.

Perhaps we should have a little refresher course. So here goes:

"Autem nunc est visum mihi conscribere aliquid ad te de senectute" In quo genere (in this class -MHS 1900 of course) aiunt senectus obrepere citius quam putassent (it comes on quicker than they would have thought) Sed fortasse quispiam dixerit tuam senectutem videri tolera bibliorem tibi, propter opes et copias (more passable on account of your wealth & resources)

*

*

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Some years ago one of the best motion pictures of the period, starring George Brent & Merle Oberon, opens with a large American liner about to sail home, while in the bar of a dockside hotel a barber shop quartet is singing: "If I had my way, We would never grow old..." That thought runs counter to the steady large increase each year in the number of so-called "Senior Citizens" - whom an older song called "The Old Folks At Home".

A recent article in The Wall Street Journal, with predictions of longevity, commenting on the increase in the number of older folks, goes on to tell about new preparations - "Senior Foods" to make people live still longer.

Some of us have had amusing experiences "de senectute". When father was 93, the News-Journal carried a paragraph or two to the effect that, although he was 93 years old, he was at the office every day - "business as usual". A day or two after, a woman, who did not know any of us at the Old 1876 Loan, came into the office; wanted information about placing a mortgage on her home. As she opened the door to my office she inquired: "Are you Mr. Dirlam?" "Yes" I replied, and before I could say anything more she remarked: "Why you don't look as though you were 93 years old!"

"FELLOW SENIOR CITIZENS"

(Sixtieth Anniversary - M. H. S. Class of 1900)

When M.H.S. 1900 was graduating, we all believed that "Life Begins at 20". Some years later, Lowell Thomas moved it up to "Life Begins at 40" And more recently - what with all the inflation we've been having - one of the most popular TV programs was "Life Begins at 80".

Having touched on GERMAN, GREEK and LATIN, let us now turn to ENGLISH: where we have a choice of

"You are old, father William, the young man said, and your hair etc.

"Grow Old along with me, The best is yet to be.." from Robert Browning or this sentiment from a well known hymn:

"Change and decay in all around I see".

Or this favorite song: "And now we are aged & gray, Maggie.....or from another more recent one: "Nobody wants you when you're old & gray".

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Turning to literature: in 1900 the best sellers included "David Harum", "To Have & To Hold", "When Knighthood was in Flower", "Janice Meredith", "Monsieur Beaucaire" and other romantic historical novels. Sex was lightly touched upon - if mentioned at all. In sharp contrast to much that is spoken & printed to-day, any word associated with the reproduction of life was strictly tabu in mixed company.

*

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*

Compare the reticence about sex in the Gay Nineties and Nineteen Hundreds with what we have had in the "Filthy Fifties"...and worse still in the first year of the Sixties:

From HARPER's Magazine of May, 1960, page 4, under the heading "The New Books":

"The KEENER LOVE" by Sally Thompson. At the beginning of the book, a young woman named Sara Wilson returns from New England to the Maryland estate of her mother and step-father...Then after a large party she commits suicide..her mother has a breakdown, and goes into a sanitarium. Her step-father tries to find out what made Sara's life such a failure. He turns up a good deal of nasty information. Sara had been wildly promiscuous, a heavy drinker...going to bed with any man who resembled her father..."

In a similar vein from "A Selection of Books for Spring 1960"

(Page 4: "STREET WALKER. For ten months etc.

(Page 12 "NOT FOR LOVE" By Virginia McManus. The behind the headlines story of how and why a young attractive teacher became one of New York's best paid call girls..."

*

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*

Not so long ago, a novel by a prominent American writer was purchased by one of the Hollywood studios. Shooting the scenes started but, sometime later, bogged down. "What's holding things up?" one of the crew wanted to know. "They ran out of prostitutes!"

TIME magazine's review (February 15/1960) of a current New York play by a leading (woman) playwright.

"Toys In The Attic" soon caught the attention of the audience with enough incest, adultery, miscegenation and fornication to keep a 3-toed sloth awake for a month..."

A "SPREAD THE FILTH" campaign by writers & publishers that is poisoning the American Way of life and producing pregnant high school girls by the thousands.

Popular music: Song by a woman singer on a recent Ed Sullivan TV show: "If I could shimmy like my sister Kate".

In our Commencement Program I was put down as "The Class Pessimist". Do you wonder why?

T'would be too bad to end on such a dismal note, so I close with a poem "A SENIOR CITIZEN EXPLAINS":

A SENIOR CITIZEN EXPLAINS

How do I know my youth has been spent?
Because my GET UP and GO got up and went.

But in spite of all that, I'm able to grin
When I think where my GET UP and GO has been.

Old age is golden, I've heard it said,
But sometimes I wonder as I get into bed:
(My ears in a drawer, my teeth in a cup;
My eyes on the table until I wake up)
"Is there anything else I should lay on the shelf?"

But I'm happy to say - as I close my door,
"My friends are the same as in days of yore"
When I was young, my slippers were red,
I could kick my heels right over my head.
When I grew up, my slippers were blue,
But even then I could dance the night thru.

Now I am old, my slippers are black;
I walk to the corner and puff my way back.
The reason I know my youth has been spent--
My GET UP and GO has got up and went.

But I don't mind when I think, with a grin
Of all the places my GET UP has been.

Since I have retired from life's competition
I busy myself with complete repetition.
I get up each morn and dust off my wits,
Pick up the paper and read the "Obits"
If my name isn't there I know I'm not dead
So I eat a big breakfast - and go back to bed.

Adapted by Maude Kagey from the
WATCHMAN EXAMINER (National
Baptist Paper, February 5/1959

"For age is opportunity no less than youth itself...."

For the Fiftieth Anniversary of the Class of 1825 in Bowdoin College Henry Wadsworth Longfellow wrote a long poem "MORITURI SALUTAMUS"...taking its title from the custom in ancient Rome, when the gladiators - at the opening of the spectacle in the Arena - all saluted Caesar with the cry "Morituri Salutamus" ("We who are about to die, Salute thee!")

Portions of this poem deserve re-printing - particularly the finale: After recounting that Cato learned Greek at 80, and other examples of achievement "when each had numbered more than four score years" the poet goes on to philosophize:

"Whatever poet, orator or sage may say of it, old age is still old age.
It is the waning, not the crescent moon...not the fierce heat of fire,
But that of ashes and of embers spent, In which some living sparks we
still discern, Enough to warm, But not enough to burn.

What then? Shall we sit idly down and say, The night hath come.....
Something remains for us to do or dare; Even the oldest tree some fruit
may bear...For age is opportunity no less than youth itself, though in
another dress, And as the evening twilight fades away, The sky is filled
with stars, Invisible by day".

(quoted Sunday February 26, 1961 by Richard L. Evans
(the "spoken word" in the Mormon Temple choir broadcast)

In yesterday's News-Journal I notice that M.H.S. 1900 is planning for a 65th reunion in 1965. I fear that the account of a 65th reunion might read something like these lines from one of Abraham Lincoln's favorite songs:

"Some are in the church-yard laid,
Some sleep beneath the sea;
But few are left of our old class,
Excepting you and me"





Do you have
Richland Co
to Washington
last January
by which the
HOME news,

Is your wife
you have given
something yet
It sounds more

And thanks very

GB:jo

MRS. HERBERT S. DAY
Columbus
MRS. WILLARD DAY
Cincinnati
MRS. GEORGE FLORENCE
Columbus

'goodbye

Gc
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IN AMERICA'S BIGGEST INDUSTRY ALMOST EVERYONE READS

**House
&
Home**

PUBLISHED BY TIME INC.

TIME & LIFE BUILDING, ROCKEFELLER CENTER

NEW YORK 20, NEW YORK

JUDSON 6-1212

August 5, 1960

Mr. H. Kenneth Dirlam, Secretary
Mansfield Building & Loan Association
36 N. Main Street
Mansfield, Ohio

Dear Mr. Dirlam:

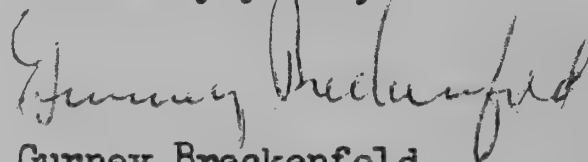
Thanks very much for calling our attention to what appears to be an astonishing under-count of housing starts in Richland County. Your report is indeed one of the most interesting among the dozens of items which greeted me on my return from Europe.

Do you have any data on whether housing starts in Richland County are still so grossly under-reported to Washington? You know, of course, that starting last January the Census Bureau changed the methods by which this data is collected (July 1960, HOUSE & HOME news, p. 67).

Is your "What Makes a New House Cost So Much?" a talk you have given, a book or booklet you have written, or something you might have a copy of we could look at? It sounds most interesting indeed.

And thanks very much for writing us.

Cordially yours,



Gurney Breckenfeld
Assistant Managing Editor

GB:jo

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OFFICE OF THE VICE PRESIDENT
WASHINGTON

May 31, 1960

Dear Mr. Dirlam:

This is the first opportunity I have had to thank you for your letter of April 23 and the enclosed information concerning housing starts.

I think that the new Census Bureau statistics will show housing starts to have been at a considerably higher level than the previous reporting methods, which had been in force for a good many years, indicated. I am looking forward with interest to the Census Bureau figures which will probably be released within the next few weeks.

Your experience emphasizes the need for accurate information in the housing field. As you know, this Administration is a strong advocate for having accurate information upon which to base action, whether public or private. The President has requested the present Congress to appropriate \$600,000 for housing research, in order that more accurate information may be available. So far action on this request has been unfavorable, even though favorable treatment has been accorded other legislative proposals which would commit the Federal Government to further intervention in the housing field in terms of billions of dollars. Under these circumstances, public enlightenment through private studies such as yours is of great value.

I appreciate very much having the benefit of your thinking on this matter, and I hope that you will continue your research in the housing field and the publication of your findings.

With every good wish,

Sincerely,

A handwritten signature in cursive script, reading "Richard Nixon".

Richard Nixon

Mr. H. Kenneth Dirlam
36 North Main Street
Mansfield, Ohio



HOUSING AND HOME FINANCE AGENCY

OFFICE OF THE ADMINISTRATOR

WASHINGTON 25, D. C.

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Federal Housing Administration
Public Housing Administration
Federal National Mortgage Association
Community Facilities Administration
Urban Renewal Administration

APR 30 1959

Mr. H. Kenneth Dirlam, Secretary
Mansfield Building and Loan Association
Mansfield, Ohio

Dear Mr. Dirlam:

The President of the United States has asked me to acknowledge receipt of and to thank you for sending him a copy of your study on inflation entitled--
"What Makes a New House Cost So Much?"

Your publication was made available promptly to the Housing and Home Finance Agency.

Please be assured that the detailed information you have supplied is appreciated and will be helpful to this Agency.

Sincerely yours,

Norman P. Mason
Administrator

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LINCOLN LIBRARY

SHIPPENSBURG, PA.

August 15, 1960

Mr. H. Kenneth Dirlam,
36 N. Main St.,
Mansfield, Ohio

Dear Mr. Dirlam:

The Shippensburg Historical Society has just been showing us the three fine brochures which the Richland County Historical Society were kind enough to send, with your compliments. Because we are a historical reference library, we are wondering if copies of these might be made available for us? They would certainly be appreciated. We refer to "The Historic Block House"; "The Gatherer and Planter of Appleseeds", and "The Story of 'A Message to Garcia'".

We note also that apparently a new book has come out under the joint authorship of yourself and Mr. Simmons, former Roycrofters, entitled SINNERS: THIS IS EAST AURORA. We have not seen the book, but certainly want to have a copy here, and if copies can be purchased through you, wish you would send one, with statement, for which we will remit promptly.

We would certainly be grateful if this could be done, and if you would also inscribe your name in these for us, which always makes for greater interest on the part of our readers, and especially those doing research when using materials of this sort for reference.

Thanking you.

Yours truly,

THE LINCOLN LIBRARY

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M. Donnelly

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Columbus

April 30, 1962

Mr. H. Kenneth Dirlam
Richland County Historical Society
36 North Main Street
Mansfield, Ohio

Dear Mr. Dirlam:

I felt just like the night before Christmas --
"when what to my wondering eyes did appear" --
when I opened your very exciting "Bits of History".
It really has everything! If I were not leaving for
Europe tomorrow I would sit down and read it straight
through this minute.

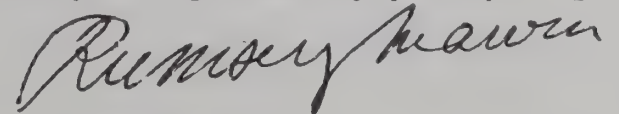
I never saw a book that had so much of direct interest
to me. I am a rail and transportation fan and have a
great weakness for street railways. I used to be in
the savings and loan business. I have always liked
"A Message to Garcia". Ever since I learned that this
library's friend, Dard Hunter of Chillicothe, worked with
Elbert Hubbard I have been more than ever interested in
him. All in all your book makes my mouth water.

Please accept the very grateful thanks of The Martha
Kinney Cooper Ohioana Library for presenting us with
a copy.

I'm sorry I didn't have time to talk with you at
greater length on Saturday. I can see right now we
have many interests in common.

Whenever you are in Columbus be sure to visit this unique
Ohio library. We welcome visitors and love to show off
our treasures.

Cordially and gratefully yours,



Walter Rumsey Marvin
Executive Director

WRM:gjw

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Columbus

March 7, 1962

Mr. H. Kenneth Dirlam
Past President
Richland County Historical Society
36 North Main Street
Mansfield, Ohio

Dear Mr. Dirlam:

Once again it is my happy privilege and pleasure to thank you for your kindness to this library. Two big cartons of pamphlets have arrived and we are simply delighted.

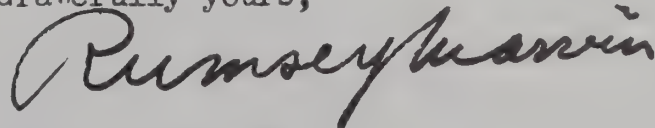
The pamphlet on the Mansfield Block House has some splendid photographs and will delight many an Ohioan student I know. The one on Johnny Appleseed will probably prove even more popular since Johnny is such a favorite of all Buckeye children and adults.

Please accept the most grateful thanks of The Martha Kinney Cooper Ohioana Library for these fine gifts.

We are having a gala luncheon on Saturday, April 28, which you might find enjoyable. Details are given on the back cover of the latest issue of our magazine, a copy of which I am sending you. I hope that I will see you there.

With kindest regards,

Gratefully yours,



Walter Rumsey Marvin
Executive Director

WRM:gjw

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Celebrating Ohio's



Sesqui - Centennial

RICHLAND COUNTY

pays homage to a famous OHIO PIONEER

JOHN CHAPMAN

better known as "Johnny Appleseed" who
lived in and around Mansfield, 1810-1830



The evening of September 25th, and
the afternoon of September 26th, 1953

SPONSORED BY

Richland County Historical Society

Friday Evening, September 25th

The Place: Blymyer Hall

The Time: 6:30

Supper

Served by First Congregational Church Women's Association. This Supper and the meeting following it are for members of the Richland County Historical Society and invited guests.

Re-organization of the Richland County Historical Society and Election of Officers for the Ensuing Year.

Introduction of Visitors and Invited Guests

"Johnny Appleseed" Panel Discussion

Members of Panel:

Professor Robert Price, Otterbein College, Westerville, Ohio; leading authority on "Johnny Appleseed", whose new book "John Chapman: The Man and the Myth" is to be published the coming year.

Robert Harris, president "Johnny Appleseed Memorial Commission" Ft. Wayne, Indiana. Author: "The Robert Harris Source Book" (on Johnny Appleseed).

Miss Florence E. Wheeler, City Librarian, Leominster, Massachusetts (John Chapman's birthplace). Author of the "John Chapman Genealogy".

H. Kenneth Dirlam, Mansfield. Author: "John Chapman: By Occupation a Gatherer & Planter of Appleseeds."

Each member of the panel, in the order named, will talk on some phase of John Chapman's life and activities — after which the meeting will be thrown open for questions, experiences of grand or great-grand parents, who years ago had known and entertained "Johnny Appleseed."

*Saturday Afternoon, September 26th**

The Place: South (Sherman-Heineman) Park

The Time: 2:30

Re-location & Re-dedication of 'Johnny Appleseed' Monument

The monument originally stood in Middle Park. A new granite shaft, with the same inscription, replaces the original badly eroded sandstone of November 1900.

President of Richland County Historical Society, presiding.

Unveiling of Monument

Remarks by Professor Robert Price, Robert Harris and Florence E. Wheeler. Reading of General Brinkerhoff's address at the unveiling of the original monument in Middle Park, November 1900.

Historical Pageant

Participants: Boy Scouts, Girl Scouts, Johnny Appleseed Junior High School student singers under the direction of A. LeMoine Derr. Younger students from other schools.

Descendants of Richland County pioneers, and former residents of the County now living elsewhere, will be given seats of honor with the speakers and invited guests. . . a special guest of honor, Mrs. F. W. Newman, Ashtabula, Ohio, a direct descendant of Persis Chapman Broome, Johnny's half sister with whom he lived in Mansfield, and later near Ft. Wayne.

Planting of Apple-tree Seedlings

In a semi-circle facing the monument. If possible, these will be RAMBO seedlings — Johnny's favorite apple.

Placing of Roadside Signs

The sign at the Park Avenue West entrance to South (Sherman-Heineman) Park will be placed into position by the Johnny Appleseed Area Boy Scouts, under the direction of Floyd Dent. The Maple Street entrance sign will be put into place by the Girl Scouts under the direction of Mrs. Joy Herbert.

* *Johnny Appleseed's birthday (Sept. 26, 1774)*



South (Sherman Heineman) Park, Near Block House

RICHLAND COUNTY HISTORICAL SOCIETY
36 North Main Street • • Mansfield, Ohio

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HOW MANSFIELD VETERANS WERE ROBBED OF THEIR HOUSING PROJECT

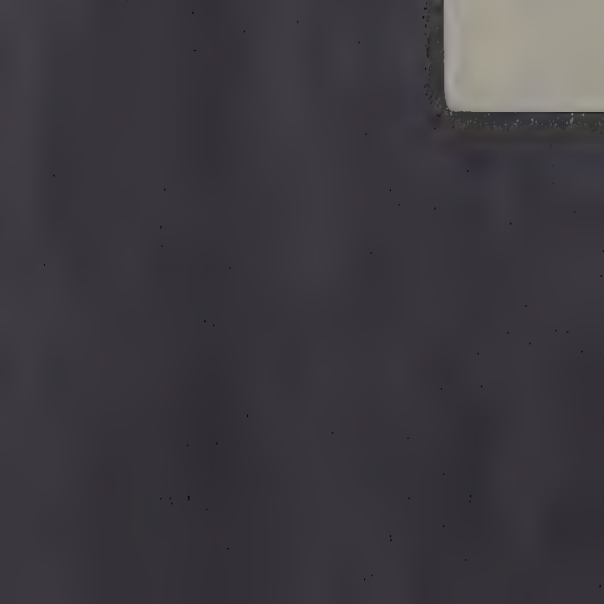
After the close of World War II the local Veterans Housing Committee secured an option on what used to be known as the "Finney farm" . . . to be laid out in sizeable lots . . . with curving streets and other attractive features as shown by the drawing on the reverse side of this sheet.

On these attractive landscaped lots it was proposed that 4½ rooms and bath and 1 car garage BRICK VENEER HOMES be built - cost of the house and lot complete . . . \$7,500. This seemed ample since in the last full year before the War, Ed Schmitt, one of Mansfield's leading contractors, had been selling a similar value lot (in adjoining South Boulevards) with a 5 room and bath brick veneer home, full basement, 1 car garage for a total of \$6200.

But what happened, when veterans who had made the down payment on a lot, asked Mansfield contractor-builders for an estimate on one of these 4½ rooms and bath and 1 car garage brick veneer homes?

The contractors threw up their hands at any chance of getting such a new brick veneer house built for anything like the allotted \$7000 figure. The 1947-48 price was \$2000 or more higher (due to the skyrocketing of building trades wages and the cost of building materials).

So - the whole project had to be abandoned, and the option for the purchase of the Finney farm cancelled. In a nutshell this is how Mansfield veterans were robbed of their fine housing project.





THE AMERICAN VETERANS COMMITTEE

Proudly Presents

"HOMES FOR VETERANS"

ARE YOU A VETERAN? , DO YOU NEED A HOME?

Here Is A.V.C.'s Answer to Your Housing Problem -- Sponsored By Veterans -- For the Benefit of All Veterans
Veterans Will Be Given Priority -- 1st Come -- 1st Choice of House and Lot
Non-Veterans Also Eligible

A.V.C. FINDS ANSWER TO HOUSING PROBLEM

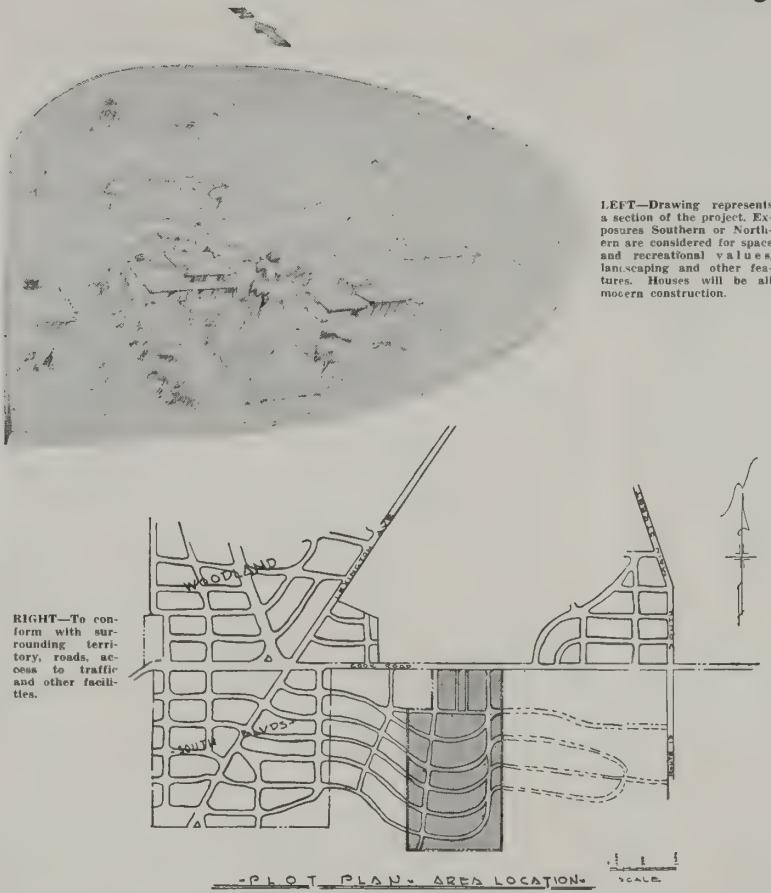
The American Veterans Committee has always considered the housing crisis as the number one problem of the nation. Thus when the Mansfield Chapter No. 1 of the American Veterans Committee sponsored a carnival in Mansfield during the week of July 4th last, the monies so earned were immediately allocated by the membership to be used in some manner to alleviate the housing shortage in the greater Mansfield area.

The A. V. C. housing committee headed by M. D. Mitrovich and ably assisted by Frank Piacent, James McCartney, and Richard Armen after weeks of negotiations finally obtained the site known as the Finney Estate. The 75 acre estate is located on Cook Road, 1/4 mile east of Lexington Avenue on the South Side. Close to Mansfield and on a tentative bus line, it is believed to be an ideal site for Homes for Veterans.

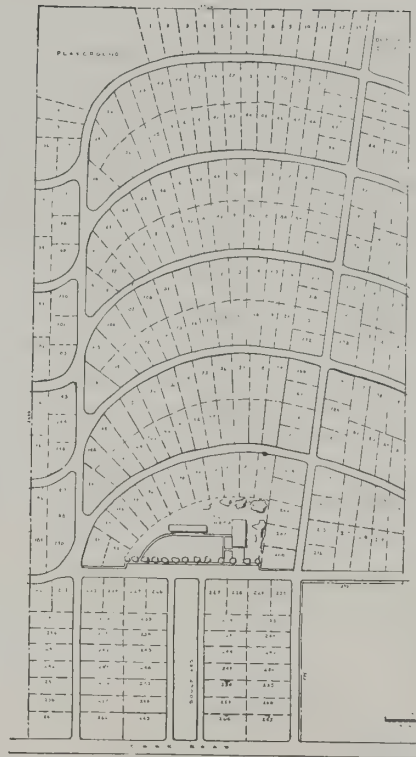
Realizing the gigantic problem it had undertaken The A. V. C. decided to sponsor a corporation to be known as Veterans Housing Inc. whose sole duty it would be to undertake the project and to the best of its ability see it through. The officers of this Corporation duly elected by the A. V. C. membership are: Mr. Max Miller, President and Treasurer; Charles Swain, Vice President; Richard Armen, Chairman of the Board of Directors; Robert W. Lett, Legal Advisor and Board member; M. D. Mitrovich, Board member in charge of publicity.

These men have and are continuing to devote all their time and efforts to Veterans Housing Inc. without benefit of pay. The Corporation constitution and by-laws further state that no member of Veterans Housing Inc. shall receive any compensation of his efforts thereby assuring all that this is a non-profit organization designed to secure homes for veterans and non-veterans at a price within their means.

Listed below are a few questions and answers regarding your housing project.



UPPER LEFT—ARTIST'S CONCEPTION OF COMPLETED HOMES AND LANDSCAPING
LOWER LEFT—RELATION OF CONNECTING ROADS TO BOULEVARDS AT SITE



RIGHT—PROPOSED LAYOUT OF BOULEVARDS AND LOTS WITH COMMUNITY AND RECREATIONAL CENTER

WHERE TO GO WHEN TO GO WHAT IT COSTS

All deposits will be taken by The Continental Mortgage Co. situated on the fifth floor of the Walpark Bldg corner of Park Avenue West and Walnut St. All money will be held in trust by The Mansfield Savings and Loan Bank.

The Continental Mortgage Co. offices will be open from 9 a. m. to 4 p. m. Monday through Friday, 9 a. m. to 12:00 noon Saturdays for your convenience.

The \$500.00 deposit required is the down payment on a house and lot and the monthly payments will be approximately \$37.00 on a \$7000.00 brick veneer or like constructed home of 4 1/2 rooms. The lots will not be less than 9,000 sq. ft. in area or approximately 70x140 ft. The interest rate as approved by F. H. A. shall not exceed 4%.

Non-veterans are also eligible to make a purchase but are subject to veteran priority.

**Starting
Monday, Nov. 3rd**

QUESTIONS AND ANSWERS ABOUT VETERANS HOUSING, Inc.:

- 1. WHO IS SPONSORING THIS PROJECT?**
The Mansfield Chapter No. 1 of the American Veterans Committee is assisting this project in order to help secure homes at a price within the means of the average veteran.
- 2. WHO WILL BUY THE LAND?**
The American Veterans Committee, Mansfield Chapter No. 1, has purchased the site on Cook Road, approximately one-half mile east of Lexington Ave., known as the Finney estate.
- 3. WHO WILL ACTUALLY BUILD THE HOUSES?**
The Board of Directors of Veterans Housing, Inc. is making arrangements with local contractors and financial institutions. The corporation itself serves only as the intermediary group which makes it possible to secure the best financing arrangements available. The A.V.C. is devoting its services to find for Veterans Housing, Inc. reliable business connections and experienced builders.
- 4. WHO WILL DESIGN THE HOUSES AND SUPERVISE THE BUILDING**
Veterans Housing, Inc. with the assistance of local architects and engineers, will design the houses, layout of the community and supervise the work of construction.
- 5. DOES THE VETERAN BUY A LOT?**
The site which has been purchased will be subdivided into lots of near likenesses in size. The veteran will select his lot as well as the basic design of his house. When he contracts to buy, he will purchase the house and lot as a unit.
- 6. WILL THE VETERAN BE ABLE TO GET THE EXACT KIND OF HOUSE WHICH HE WANTS?**
No. The houses will not be tailor-made. They will conform generally to standard designs and arrangements. However, there will be some element of choice to the number of bedrooms, room arrangements, number of stories, finished basement or utility room, and other matters relating to individual family needs and wishes.
- 7. WILL THESE HOUSES BE OF SOUND CONSTRUCTION?**
Yes. The houses will be built as permanent long-time residences and

- will conform to at least the F.H.A. requirements. The soundest methods of construction available within the veteran's pocketbook will be used. We will try, wherever possible, to achieve economies through improved methods of construction and the use of new and better materials.
- 8. CAN YOU TELL US WHAT MATERIALS WILL BE USED?**
Veterans Housing, Inc. plans call for brick veneer or like constructed homes.
 - 9. HOW WILL I FINANCE THE PURCHASE OF MY HOME?**
The corporation is making every effort to secure favorable arrangements with local lending institutions for lower interest rates and a longer period of amortization where desired. The lowered interest rates and longer period of amortization, if obtained, should help bring the monthly payments within the reach of the vets. The veterans must meet the F.H.A. credit requirement for mortgage insurance just as he would have to do if he were buying any F.H.A. insured home. The corporation will negotiate the terms of the mortgages for all, but the veteran home-owner will have an individual mortgage on his own house and lot. Monthly payments will be made directly to the lending institution. He will own jointly with all other purchasers in the corporation any play or recreational land and equipment and any other community facilities that the corporation acquires.
 - 10. WHY DOES THE VETERAN HOUSING CORPORATION NEED TO KNOW MY INCOME AND JOB EXPERIENCE?**
We want to know this in order to advise you as to whether it is in your best interest to own your own home. In order to advise you, we must consider your present earnings, your past job experience and your future earning capacity.
 - 11. WILL I LOSE ANY MONEY IF I DECIDE NOT TO BUY A HOUSE AFTER THE DEVELOPMENT IS STARTED?**
No. You will still retain the title to the land for your \$500.00 investment.
 - 12. DO I CONTRACT TO BUY MY HOUSE BEFORE IT IS BUILT?**
Yes. Plans will be drawn of the houses and the layout of the community according to the requirements of the members of the corporation

- and within the limits of what the home purchasers can pay. Before you contract to buy, you will be able to know the size and kind of house you are buying, number and arrangement of rooms, type of construction, and location on the land. Also you will know the approximate cost of the complete house and land financing terms and monthly installment that will be required.
- 13. WHAT ARE THE ADVANTAGES TO ME IN BUYING A HOME THROUGH VETERANS HOUSING, Inc.?**
(A) The houses will be designed and built under the supervision of Veterans Housing, Inc. which should insure the best possible quality for the lowest cost in the present market. In the present market of inflated costs, it is very important to have this kind of service. Although we cannot promise you values comparable to pre-war values, because of the present high costs, we can promise you the best value in the present market.
(B) We hope to secure more advantageous financial terms.
(C) We plan to build lower cost houses than will be generally built in the next few years by speculators for similar living facilities.
(D) If the plan succeeds, you may not only have a better house at a lower monthly cost, but you will be able to live in a planned community.
 - 14. WHAT IS A PLANNED COMMUNITY?**
A planned community, as the term is used here, is a community in which the houses and the land are planned and developed from the consumer's point of view rather than for speculation. Within the economic limits of the residents, play and recreational spaces and facilities will be provided, traffic hazards will be minimized and desired community facilities will be provided.
 - 15. YOUR ATTENTION IS CALLED TO THE FOLLOWING:**
Veterans interested in buying a home now must realize that the cost of land, building material and labor and equipment are higher now than we have known them in the past. No one knows if such costs will go down or continue to increase. Before the veteran buys his home, he will know what type house it is to be, where it will be located, approximately how much it will cost and what the monthly payments will be.

SUMMARY OF THE CONSTITUTION OF VETERANS HOUSING, Inc.

Charter granted to Veterans Housing, Inc., by Secretary of the State of Ohio September 1947.

Constitution adopted and approved October 1947 authorizing Veterans Housing, Inc. board of directors to engage in real estate and housing on a non-profit basis insofar as the corporation laws of the State of Ohio permit.

Life of the Corporation to be terminated upon completion of the project.

No officer of the corporation shall receive any compensation whatsoever during his term of office in said corporation.

All expenditures must be approved by the board of directors of Veterans Housing, Inc., and the Continental Mortgage Co. of Mansfield, Ohio.

VETERANS HOUSING, INCORPORATED

SPONSORED
BY

THE AMERICAN VETERANS COMMITTEE

MANSFIELD CHAPTER NO. 1
126 N. MAIN ST. MANSFIELD, OHIO

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MANFIELD'S CENTRAL PARK



Two Mansfield Landmarks On A Rainy Night

This handsome photograph of CENTRAL PARK, with the Vasbinder Fountain in the foreground, and the County Court House in the background, was made by Herbert A. Palmer, 203 Marlowe Road - one of Mansfield's talented photographers. The Court House was completed in 1873 . . . the Vasbinder Fountain dedicated to the City 8 years later, July 4, 1881. Quoting from the record:

Henry C. Hedges, a nephew of General James Hedges, who laid out Mansfield, made the address presenting the Fountain to the City - closing with: "Mr. Mayor, Gentlemen of the Council, men and women of Mansfield: in the name of these friends, David and Jane Vasbinder, I present to you, your children and your children's children, to the last generation, this Fountain!"

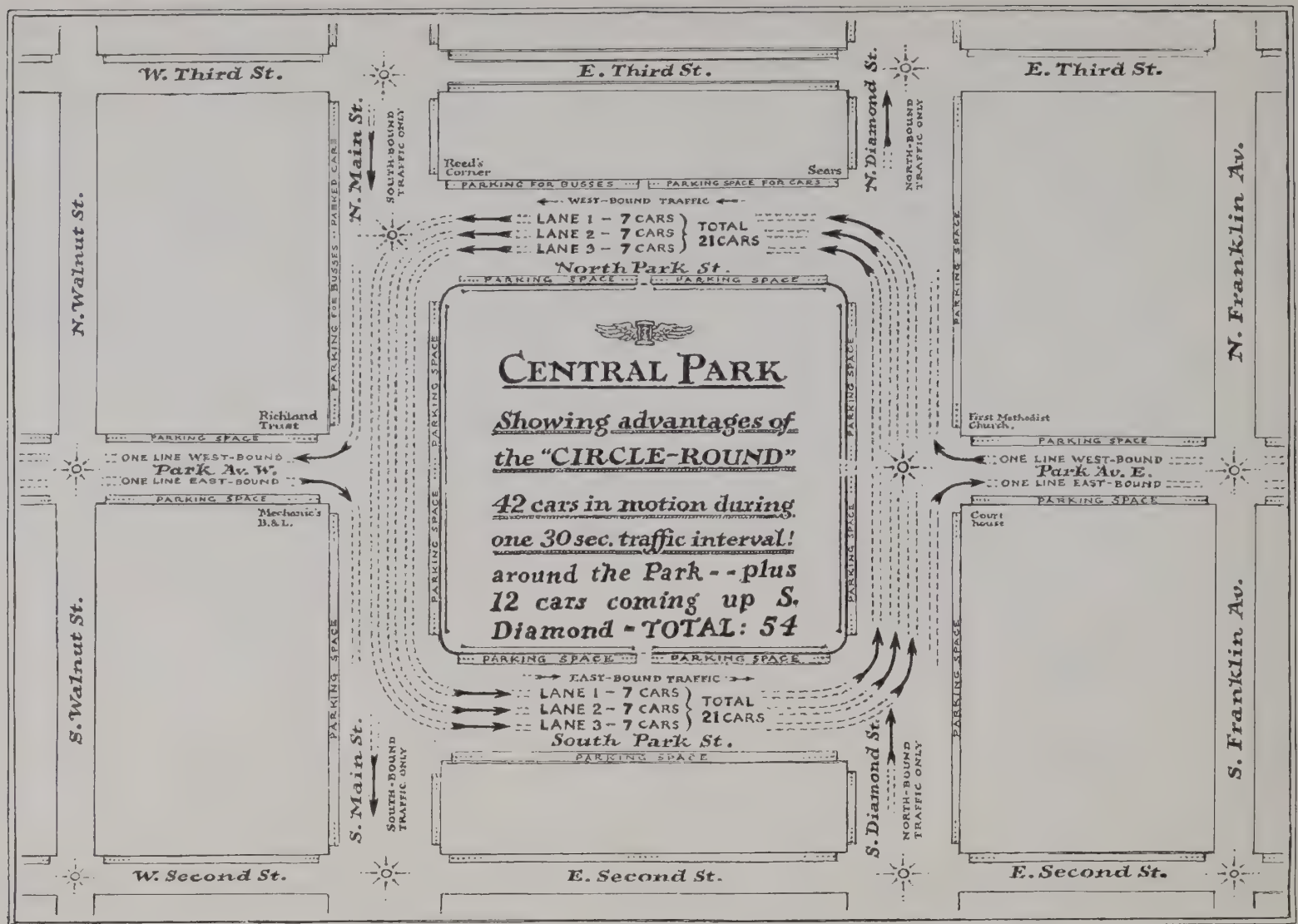
From the Acceptance Speech of Col. Barnabus Burns, accepting the Fountain, on behalf of the City:

"The original proprietors of Mansfield donated this ground on which we now stand - this beautiful Park with its carpet of green, and its tall shade trees - to the public And now, in the name and on behalf of the City of Mansfield, I accept this splendid gift as a token of David and Jane Vasbinder's good will, and promise them to preserve and protect it from destruction or defacement for all coming time."

Modern cities are judged by their Parks - as well as by other attractions and advantages. Some cities, like Mansfield, are fortunate in having a Central Park which, as a Public Square, was dedicated to the public when the city was laid out. Other cities - Pittsburgh for example - have spent millions of dollars to secure down-town parks half the size of ours.

With the growth of Mansfield, CENTRAL PARK has become increasingly valuable - the only downtown beauty spot and breathing space for thousands of men, women and children. Other cities are tearing down old buildings in the down-town area, to provide central parks . . . down-town merchants buying shade trees at \$100 each to line down-town streets . . . to make the shopping section more beautiful and attractive to their customers . . . quite a contrast to certain groups in Mansfield who want to cut-through CENTRAL PARK, destroy the Vasbinder fountain; then, after the Park has been split in two, convert the whole area into a black top parking lot - with a speedway down through the middle . . . an expensive experiment - without the slightest proof that it would be any better or even as good as what we have now! A waste of public money badly needed for other projects.

Keep Central Park — By Voting AGAINST The "Cut-Thru"!



Advantages Of The Central Park "CIRCLE-ROUND"

The best down-town traffic plan is the one that keeps the greatest number of motor cars in motion during a traffic light interval. If you were up 200 feet in a helicopter, looking down on the Central Park area, you would get this "bird's-eye view" in a period of peak traffic:

Three lines of cars, with 7 cars per line, a total of 21 cars East-bound around South Park Street, and 3 lines of cars, 7 cars per line, a total of 21 cars West-bound around North Park Street . . . making a total of 42 cars in motion around the Park during a 30-second traffic light interval. In addition, you would notice up to 12 cars coming up North-bound, on South Diamond Street. This would make a possible maximum total of 54 cars during 30-seconds or 108 per minute. Multiply that by 60 and you get nearly 6,500 cars handled per hour!

What More Do You Want?

You would notice traffic being fed in from North Main Street, Park Avenue West, South Diamond and Park Avenue East . . . and being dispersed in every direction: West on Park Avenue West, South on South Main Street, East on Park Avenue East, and North on North Diamond Street. Safety For Pedestrians: In nearly 15 years there has not been a single pedestrian seriously injured in the Central Park area. The circular type of traffic discourages speeding - makes drivers slow down on the turns.

What About Parking? There are now 43 parallel parking spaces around Central Park. Also hundreds of off-street parking spaces within a stone's throw of the Park - with several additional parking lots in prospect. The trend in progressive cities everywhere is for more and more off-street parking.

Arguments Against The Central Park "CUT-THRU"

There is not the slightest proof that it would be any better - or even as good - as what we have now! No facts or figures . . . no traffic velocity studies . . . no "before and after" examples - similar size cities which have changed from a Central Park to a "CUT-THRU" (of course they couldn't find one!)

It would invite through traffic into the down-town area - exactly what progressive cities are trying to avoid . . . and at exactly the time when the new Route 30-South BY-PASS - to carry this through traffic out around the city - is being opened.

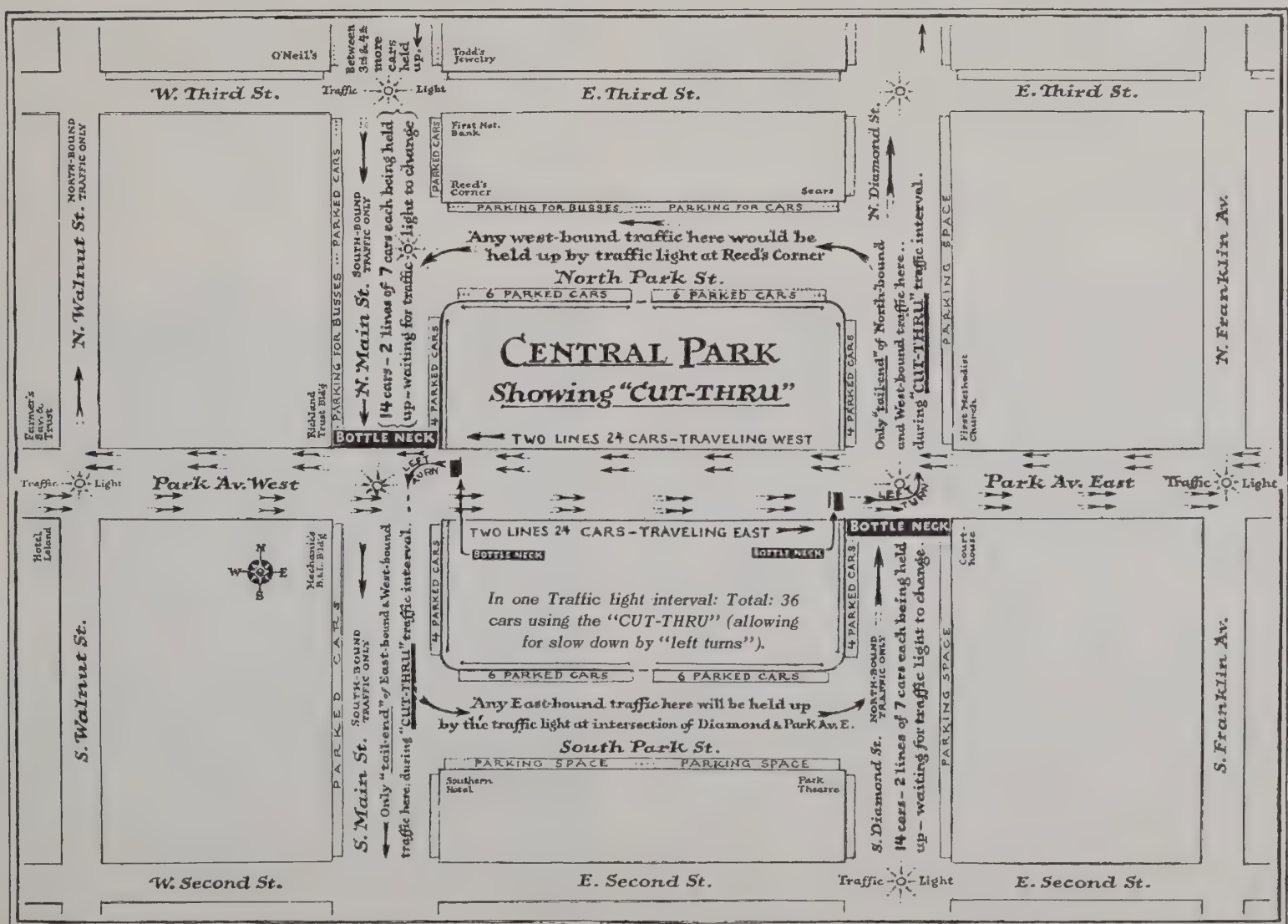
By favoring East-bound and West-bound traffic (at the expense of North-bound and South-bound traffic) it would create two huge "Bottle-Necks": one at Reed's corner - by holding up the long line of cars coming up North Main Street; the other Bottle Neck would be over at the Court House.

Due to the "slow-down" on two lines of cars (because of left turns) the "CUT-THRU" could accommodate 36 cars during a 30 second traffic light interval - compared with a total of 54 cars with the "Circle - Round" (see opposite page).

What About Parking? With the "CUT-THRU" it is proposed that we go back to diagonal or "angle" parking, which progressive cities everywhere have been discarding . . . and which the United States Chamber of Commerce in Washington calls "A relic of early days of the automobile - contributing to congestion, increasing delays and accidents."

It Would Cost A Pile Of Money: The City Engineer's estimate of \$29,790 does not include the new traffic lights which City Service Director says will cost \$12,000. Add that to the \$29,790 and you get \$41,790 . . . and that is only the beginning . . . only "a drop in the bucket," so to speak.

(Turn to Page 7 for further details)



More Arguments Against The "CUT-THRU"

The Original "CUT-THRU" Proposal: More than 14 years ago (June 23, 1944) on the front page of the NEWS-JOURNAL, Mayor William J. Locke suggested the Central Park "CUT-THRU" as a post-War project: one line of traffic East-bound and one line of traffic West-bound - with a grass plat between: purpose - to permit U. S. Route 30 South to flow directly thru the City."

In a letter to The NEWS-JOURNAL the following day the Chairman of The Friends of Central Park pointed out that the proper way to handle such through traffic was to swing it out around the city - by means of a BY-PASS - instead of inviting it into the congested down town area. This year that suggestion of a BY-PASS - based upon the experience of Connecticut (a leader in improved highway traffic control) is bearing fruit. With the opening of the new Route 30-South BY-PASS this through traffic now flows out around the city instead of down through the middle of it.

In other words: The original reason given for cutting through CENTRAL PARK (to permit U. S. Route 30-South traffic to flow directly through the City) has now been completely wiped out and destroyed by the BY-PASS, which now carries those thousands of cars and trucks of through traffic out around the City. What would be the sense of trying to compete with the BY-PASS by cutting through CENTRAL PARK - and thus inviting this heavy through traffic down town again? In his address to the Mansfield ROTARY Club,

In a General Way: The "CUT-THRU" violates rule after rule of modern downtown traffic and parking control: for example: (1) it invites through traffic down town - when it belongs on the new BY-PASS; (2) it would slow down traffic - since it could handle only two-thirds as many cars and trucks as the present "Circle-Round"; (3) it would create two huge "bottle-necks" (at Reed's corner and at the Court House) through favoring East and West bound traffic; (4) it involves "angle parking" which U. S. Chamber of Commerce calls "a relic of early days of the automobile - increasing delays; congestion and accidents;" (5) it recommends more "on-street" parking when the accepted trend is toward less "on-street" and more "off-street" parking. A traffic and parking control scheme with more things wrong with it would be difficult to imagine.

Sept. 23, 1958, W. R. Hauserman, Ohio Dept. of Highways said: "The BY-PASS will carry all of the Route 30-South traffic."

What Would Be Left of Central Park? Two green slivers - the North one 108 feet wide; the South one, 117 feet wide - with a 48-foot wide race track between them . . . practically useless for Park purposes. With the "CUT-THRU" no mother with children could feel safe in the Park - for fear one of them might stray onto the "CUT-THRU" and be run over by a speeding car . . . unless it is proposed to erect a high fence the whole length of the "CUT-THRU" on both sides.

How Get From One Side To The Other? Since the proposed Four-lane "CUT-THRU" would be 48 feet wide, how would crowds of men, women and children get from South Split Park to North Split Park - and vice versa? An over-head bridge? (that wouldn't be easy for older people to use) Or a Sub-Way under the entire width of the "CUT-THRU" (which would cost a lot of money).



Notice that the Route 30S arrow points to the BY-PASS instead of via Park Ave. West down through Mansfield.

Don't Let Anybody Tell You The Cost is Only \$30,000!

This Is The Way It Reads: "ORDINANCE No. 58-53 By Councilman R. B. Gardner: Declaring it necessary and authorizing the opening, extension and improvement of Park Avenue East from Diamond Street to Main Street by grading to the established grade and paving with some suitable material and appropriating Ten Thousand Dollars (\$10,000.00) from the unappropriated General Fund and Twenty Thousand Dollars (\$20,000.00) from the City Share Street Improvement Fund of Section 52 (Street Construction, Maintenance and Repair Fund) of Ordinance #58-19, passed January 14, 1958, for the payment of such opening, extension and improvement."

The above estimate includes none of the following: (1) cost of the required new traffic lights: \$12,000.00 (Service Director's estimate); (2) widening Park Ave. West to Bowman Street, including the cost of cutting down all the large shade trees on either side, new curbs and probably new sidewalks; say, \$25,000.00; (3) widening the Park Avenue East underpass - another \$25,000.00; (4) providing an over-head bridge, or a sub-way - for getting people from North to South Split-Park - or vice versa - also a high fence the entire length of the "CUT-THRU" - both sides - not less than another \$25,000.000 . . .

Add the above \$87,000.00 to the Ordinance appropriation of \$30,000.00, and you get a figure of \$117,000.00 - for WHAT? Remember that not one cent of this would ever come back to the city in the form of taxes - in other words, it is a dead weight expense at a time when Mansfield needs every cent it can lay hands on, for necessary projects like street repairs, a Health Department headquarters - to mention only two.

The \$30,000 Appropriation Is Only The Beginning - A "Drop In The Bucket"!

At City Council meeting Tuesday evening, March 18th, 1958, the spokesman for the Park "CUT-THRU" acknowledged that the "CUT-THRU" itself was only the first step . . . that the other necessary steps would be (a) the widening of Park Ave. West to Bowman Street; and (b) the widening of the Park Ave. East Under-pass . . . as the Friends of Central Park have been claiming from the beginning.

(Letter from a blind man: "My wife and I go to Central Park hundreds of times in Summer, to rest in the cool shade. Thinking back over the years I cannot recall hearing of people being hit by cars around Central Park. But you mark my word, there will be lots of children hit by cars on the "CUT-THRU" unless they put a high fence on both sides of it."

"As a fifth generation Mansfielder I want to congratulate you on your firm and unswerving stand in opposition to the proposed Central Park CUT-THRU. Once the legal precedent is established for acquisition of this strip of land by the City, it would be a simple matter to absorb the rest of it, piece by piece, until in a few years there would be no Park left."

Time and again, over the past few years, you have read that the City has no money to spare -- that the General Fund is dangerously low - that simple purchases like a few parking meters have to be delayed - owing to lack of funds. With such a situation how can Mansfield pay for such an expensive experiment as the Central Park "CUT-THRU" -- particularly when there is not the slightest proof that it would be better - or even as good as what we now have.

What About the "Central Park Cow-Boys"? Municipal Judge Marriott, with the cooperation of Mansfield traffic policemen, has put them in their place. You may recall these headlines - in recent issues of the NEWS-JOURNAL: "Threat of Jail Slows 'Cowboys'", "Suspends License of 'Cowboy' for Year", "'Cowgirl' Arrested For Park Speeding", "'Cowboys' Leaving Park, Chief Says."

"I am an old lady whose ancestors settled here with the Indians. We have been proud of our Central Park - I do not see how making a race-track of it will help down town traffic . . . The Park is a refuge for some of our older people, who have a cheap room near the Park; also for young mothers with children who live in a few rooms nearby, who can get out in the sunshine in the Park where she can watch them."

How To Vote Against The Central Park "CUT-THRU"

To Refresh Your Memory A Bit: On April 15, 1958 Ordinance No. 58-53 sponsored by Councilman R. B. Gardner, was passed by City Council (the 5 Democratic members voting against it, the 5 Republican members voting for it; result - a tie, which Council President Paul W. Bush broke by voting with the Republicans). Although Mayor Lemley refused to sign it, the Ordinance would have taken effect within 30 days had not The Friends of Central Park, by means of a Referendum Petition, put the issue on the ballot to be voted upon November 4th . . . thus temporarily blocking any city action on it. It is now up to the voters of Mansfield to either approve the "CUT-THRU" Ordinance as passed by City Council, or reject it (defeat it).

All Wards in the City cast their votes by means of voting machines, on the inside of each of which one or more rows of little levers are placed above the candidates names, or above the issues to be voted upon. As a voter steps into the voting machine area, and closes the curtain behind, the little levers are all in a horizontal or flat position. They have to be pulled down in order to register the voter's choice.

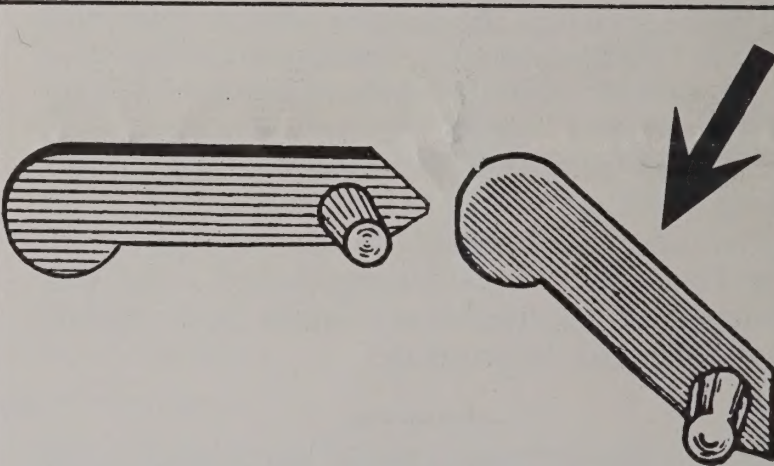
Pull Down The RIGHT HAND Lever!

By pulling down the RIGHT HAND Lever you vote against: creating two huge "Bottle-necks" one at Reed's corner, the other at the Court House; . . . against slowing down traffic in the Central Park area; . . . against going back to old-fashioned "angle" parking, which the U. S. Chamber of Commerce calls "a relic of early days of the automobile"; . . . against competing with the new BY-PASS for Route 30-S through traffic, by inviting this through traffic back down town; . . . against having the City waste a pile of money on an experiment - without the slightest proof that it would be any better - or even as good - as what we have now . . .

"I feel that this city would be doing something more commendable than the "CUT-THRU" if they would repair some of the streets that we tax-payers use every day going to and from work . . . why spend all that money (which we do not have) and keep us who spend our money here, repairing our cars because of chuck-holes in the streets"?

"Central Park is a friend to many of the old people; also to mothers with children who can come to the Park and sit, in hot weather - meet friends and get a little rest in the fresh air - safe from being run over by automobiles. Central Park was given to the people for such purpose, and should be left as it is."

If you are opposed to the Central Park "CUT-THRU" pull down the RIGHT hand lever! This means that you reject the Ordinance passed by City Council April 15th, 1958 . . . that you want CENTRAL PARK left as it is - all in one piece.



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FOR AGAINST

MUNICIPAL ORDINANCE

No. 58-53

PURPOSE: To construct a street from Diamond to Main thru Central Park, and appropriate \$30,000.

Vote RIGHT By Pulling Down The RIGHT HAND Lever!

The FRIENDS of CENTRAL PARK

H. Kenneth Dirlam, Chairman



